

**PANJAB UNIVERSITY CONSTITUENT COLLEGE  
NIHAL SINGH WALA, MOGA, PUNJAB**

**SPECIAL ISSUE ON  
EMERGING TRENDS IN BUSINESS, ECONOMICS, INFORMATION  
TECHNOLOGY AND SOCIAL SCIENCES**

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## **Foreword**

It gives me immense pleasure to know that Panjab University Constituent College, Nihal Singh Wala is going to publish its seminar proceedings under the title “Emerging trends in Business, Economics, Information Technology and Social Sciences” in the journal titled ‘International Inventive Multidisciplinary Journal ISSN- 23487135’ Inventive Publication. It is indeed an appreciable venture and I congratulate all those associated with editing, compilation and publication of this journal. I earnestly feel that it is through such academic and research endeavors that institutions of higher education prove their credentials and attain new heights.

I am confident that the journal in hand will go a long way in addressing the issues described in this publication and prove quite useful for administrators, managers and the whole academic world.

My best wishes.

**Dr. Kuldip Singh**

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## 1. EMERGING TRENDS IN INDIAN ELECTORAL SYSTEM

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### ABSTRACT

*Electoral system of a democratic country has a significant role to play for the conduct of free and fair timely elections and political stability as well as establishing foundations of good governance and civil society. A great controversy has been arisen regarding the use of EVMs and demand of ballot paper elections in India since February 2014 Parliamentary elections. Presently a debate is being initiated by the ruling political party BJP for 'one nation- one election' or Simultaneous elections for Parliament and State Legislative Assemblies. It is being rationalized on number of accounts like saving of public funds, savings of time and energy of people, administration, election commission of India, political and administrative stability, strengthening of federal structure, establishing the foundations of good governance, civil society and democracy etc. All is being said in nationalistic perspective and projected as a panacea to resolve all election related ills like electoral corruption. At the same time, the opposition parties and political scholars think otherwise that it is not feasible in present constitutional system and in parliamentary democracy. They argue that it is highly politically motivated move of BJP to suppress the opposition parties as well as regional political parties. The consequences of this move may be counterproductive for federal and democratic structure of India. We have to find answers to varied questions like: Is it constitutionally feasible?, Is it feasible in a parliamentary form of Government?, Will it really strengthen democracy in India?, Does it suit to one dominate ruling political Party?, Will it be good for the health of regional political parties and regional issues?, How would voters maintain balance in form of mandate between national and regional ?, Will one nation, one election system be proved to be managed democracy?, Is it not creating centralization of power and crushing opposition?, Is BJP planning to replace parliamentary democracy with Presidential form of Government?*

*The first election after Independence was held simultaneously for the Parliament and State Assemblies in 1952. The Election Commission had suggested as early as in 1983 that a system should be evolved so that elections to Lok Sabha and state legislative Assemblies could be held simultaneously. The Justice B P Jeevan Reddy-headed Law Commission said in its 170<sup>th</sup> Report in May 1999 that "we must go back to the situation where the elections to Lok Sabha and all the*

*Legislative Assemblies are held at once.”Official discussions among lawmakers began much later. In its December 2015 report on ‘Feasibility of Holding Simultaneous Elections to the House of People and State Legislative Assemblies. As we know the conduction of Elections simultaneously in the country is a challenging task. In India where exists a Federal Structure and a democracy where several parties are to participate in elections. In case of simultaneous elections there comes a big problem in front of the voters .The problem is when voters are made to vote for electing two types of government (Central Government by Parliament elections and State Government by Assembly elections) at the same time. “I have always maintained that this is certainly desirable but not feasible. For it to be feasible, we need a political consensus, which is not easy to achieve.*

**Key Words:** *Simultaneous elections, One nation one election, electoral politics, NITI Aayog, electoral expenditure, Lok Sabha, State Legislative Assemblies, Law Commission, Parliamentary democracy*

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## INTRODUCTION

Electoral system of a democratic country has a significant role to play for the conduct of free and fair timely elections and political stability as well as establishing foundations of good governance and civil society. A great controversy has been arisen regarding the use of EVMs and demand of ballot paper elections in India since February 2014 Parliamentary elections. Since, the inception of hung parliament in India in 1989 it was first time that a single National Political party BJP secured impressive majority in Lok sabha and formed Government under Prime Minister S. Narinder Modi. BJP under the leadership of Modi formed Governments in numbers of states.

Presently a debate is being initiated by the ruling political party BJP for ‘one nation- one election’ or Simultaneous elections for Parliament and State Legislative Assemblies. It is being rationalized on number of accounts like saving of public funds, savings of time and energy of people, administration, election commission of India, political and administrative stability, strengthening of federal structure, establishing the foundations of good governance, civil society and democracy etc. All is being said in nationalistic perspective and projected as a panacea to resolve all election related ills like electoral corruption. At the same time, the opposition parties and political scholars think otherwise that it is not feasible in present constitutional system and in parliamentary democracy. They argue that it is highly politically motivated move of BJP to suppress the opposition parties as well as regional political parties. The consequences of this move may be counterproductive for federal and democratic structure of India.

But being students of political science we have to analyze it in various perspectives and we have to find answers to varied questions like:

1. Is it constitutionally feasible?
2. Is it feasible in a parliamentary form of Government?

3. Is it feasible in a federal country like India?
4. Will it really strengthen democracy in India?
5. Does it suit to one dominate ruling political Party?
6. Will it be good for the health of regional political parties?
7. Will it strengthen national issues at the cost of regional and local issues?
8. How would voters maintain balance in form of mandate between national and regional issues?
9. How could we measure the mandate if the verdict differs in a state for parliamentary and state legislative assembly elections?
10. Is it feasible practically in a vast country like India having electorates?
11. Is it admissible on the name of saving of expenditures to destabilize the democracy?
12. Is it only indicator of good governance?
13. Will one nation, one election system be proved to be managed democracy?
14. Will the role of Money and muscle power dominate electoral politics?
15. Is it not creating centralization of power and crushing opposition?
16. Is BJP planning to replace parliamentary democracy with Presidential form of Government?

Elections are the foremost significant parameter of any democracy of the world. The kind of electoral exercise that we witness in India is unparalleled in the world. Indian democracy is considered to be largest democracy of the world. Due to the sheer size of electorate and the expanse of our democracy, this electoral exercise doesn't only assume gigantic proportion, it also leads to huge electoral expenditure. To add to the existing woes, our general and state elections are not held simultaneously and thereby one part or the other of our country is always electorally alert. The Election Commission of India is on its foot throughout the year because of this. The ever-rising electoral expenditure on the country because of this can prove detrimental to our governance and developmental goals.

### **ELECTIONS HISTORY**

The first election after Independence was held simultaneously for the Parliament and State Assemblies in 1952. The practice was followed without any hitch in three subsequent elections held in 1957, 1962, and 1967. This was mainly because non-Congress regional parties (except Communists in some state) were not as powerful and influential as Congress and thereby other political parties were not in a position to dislodge it in the legislatures or in general elections. Things after 1967 changed. It was on account of both state and national politics due to which elections to parliament and state assemblies were delinked. The Fifth General Elections were due in 1972. But in early 1971, Indira Gandhi dissolved the Lok Sabha, and held the Fifth Lok Sabha elections in March 1971. The Assembly elections took place as scheduled in 1972. This is how the initial delinking of Lok Sabha and Assembly elections took place. Due to irresponsible and politically motivated use of article 356 by Congress and Bhartiya Janta Party (BJP), many state assemblies were dissolved in between leading to finalization of this delinking process. Secondly in a parliamentary form of government where the term of the Government is certain constitutionally but uncertain practically because a council of Ministers will remain in power



until and unless enjoys the majority of popular house of legislature. The mid-term polls are imminent whenever, council of ministers loses the majority and alternative government is not feasible.

Perhaps while adopting the parliamentary democracy makers of constitution did not foresee the problems and ills of political and administrative instability. Simultaneous elections have become exceptions rather than rule. As a result, the Election Commission is busy throughout the year conducting polls in some part of the country or the other. Apart from general elections in 2014, we had legislative assembly elections for eight states: Andhra Pradesh, Arunachal Pradesh, Haryana, Jammu and Kashmir, Jharkhand, Maharashtra, Odisha and Sikkim. In 2015, we witnessed elections in Delhi and Bihar. In 2016, five state legislative assembly elections took place: Tamil Nadu, West Bengal, Kerala, Puducherry and Assam. That is, in a span of three years (2014-2016). Elections to the Lok Sabha are slated to be held in the first half of next year 2019. Soon after, the festival of democracy is likely to be celebrated in another seven states. Clearly, with some negotiation and persuasion, before the end of 2018, early elections can be organized for the Lok Sabha and assemblies in 15-16 states.

#### **ELECTORAL EXPENDITURE FOR THE GOVERNMENT**

The expenses incurred by the Government in preparation of electoral rolls, I-cards, election booths & officers etc are significant. The table below indicates expenditure incurred on Lok Sabha Elections in various years as available on the website of Election Commission.<sup>1</sup>

<b>Year</b>	<b>Expenditure Incurred (Provisional) (Cr Rs)</b>
1952	10.45
1957	5.9
1962	7.32
1967	10.8
1971	11.61
1977	23.04
1980	54.77
1984	81.51
1989	154.22
1991	359.1
1996	597.34
1998	666.22
1999	880
2004	1300
2009	1483
2014	3426

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<sup>1</sup> Source: Election Commission of India



Source: Election Commission of India

2014 elections were the most expensive Lok Sabha elections ever, entailing a cost of Rs.3,426 crore to the national exchequer, a substantial jump of 131% over the Rs.1,483 crore incurred in the 2009 polls. In 1952, the cost of elections per elector was 60 paise which increased to Rs 12 per elector in 2009, a 20-fold hike.

### **ELECTORAL EXPENDITURE FOR THE POLITICAL PARTIES**

Electoral expenditure of political parties as per details given to ECI by political parties for 2014 elections.<sup>2</sup>

<b>Political Party</b>	<b>Expenditure incurred (in Rs)</b>
BJP	7,14,28,57,813
INC	5,16,02,36,785
NCP	51,34,44,854
BSP	30,05,84,822

*Source: Election Commission of India*

Those who are for the idea, say it will cut costs. The NITI Aayog paper said the Lok Sabha elections of 2009 had cost the exchequer about Rs 1,115 crore, and the 2014 elections, about Rs 3,870 crore. The total money spent on the elections, including spends by parties and candidates, was several times more; the Centre for Media Studies estimated that an undeclared Rs 30,000 crore was spent on the 2014 Lok Sabha polls. The Election Commission of India, on its part, has estimated the cost of holding simultaneous elections to Lok Sabha and state Assemblies at Rs 4,500 crore.

### **SIMULTANEOUS ELECTIONS IN THE OTHER NATIONS**

Italy, Belgium, and Sweden are some countries that conduct general and local elections together. England has chosen to hold general elections and local government elections on the same day since 1997. In Canada, municipal elections are on fixed dates while provincial and federal elections take place at any time. The Canadian Prime Minister and provincial Premiers have a right to call elections at any time during their tenure of five years. In South Africa, national and provincial elections are held simultaneously. Municipal elections are not linked with these.

### **HOW THE ISSUE OF SIMULTANEOUS ELECTIONS EMERGE?**

The Election Commission had suggested as early as in 1983 that a system should be evolved so that elections to Lok Sabha and state legislative Assemblies could be held simultaneously. The Justice B P Jeevan Reddy-headed Law Commission said in its 170th Report in May 1999 that

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<sup>2</sup> *Source: Election Commission of India*

“we must go back to the situation where the elections to Lok Sabha and all the Legislative Assemblies are held at once.” Official discussions among lawmakers began much later. In its December 2015 report on ‘Feasibility of Holding Simultaneous Elections to the House of People and State Legislative Assemblies’, the Parliamentary Standing Committee on Personnel, Public Grievances, Law and Justice recommended “an alternative and practicable method of holding simultaneous elections which involves holding of elections in two phases” halfway into the term of the current Lok Sabha, i.e. in November 2016, for some Assemblies, and at the end, i.e., in June 2019, for the rest. The Committee suggested that “elections to all state Assemblies whose terms end prior to or after a time period of six months to one year from the appointed election date can be clubbed together”. It proposed that terms of current Assemblies be curtailed or extended to align with the new simultaneous elections cycle, and presented the proposal as a “representative table” in its report.

In his address to the joint session of Parliament in the year 2013, then President Pranab Mukherjee, too, expressed concern over frequent elections. They “put on hold development programmes, disrupt normal public life, and impact essential services and burden human resource with prolonged periods of election duty”, Mukherjee said, and called for a constructive debate on the issue.

After a long time break, our Hon’ble President of India and the Hon’ble Prime Minister both showed their support for holding simultaneous elections at public forums. Recently at an event Hon’ble President expressed his views on this proposal. Hon’ble President of India said “With some election or the other throughout the year, normal activities of the government come to a stand-still because of code of conduct. This is an idea the political leadership should think of. If political parties collectively think, we can change it. The Election Commission can also put in their idea and efforts on holding the polls together and that will be highly beneficial.” Seeking to give shape to the government’s concept of ‘one nation, one election’, a law commission internal working paper<sup>3</sup> has recommended holding of simultaneous Lok Sabha and assembly polls in two phases beginning 2019. The second phase of simultaneous polls can take place in 2024, the document states. The document has proposed amending the Constitution and the Representation of the People Act to shorten or extend the terms of state legislative assemblies to affect the move. The amendments are in line with the ones recommended by a parliamentary panel and the Niti Aayog. Chief Election Commissioner Om Prakash Rawat had a word of caution on simultaneous polls when he recently said that the legal framework required for holding of the two elections together will take a “lot of time” to get ready. He said, “We cannot put the cart before the horse. Logistical issues are subservient to legal framework. Unless legal framework is in place, we don’t have to talk about anything else because legal framework will take a lot of time, making constitutional amendment to (changing) the law, all the process will take time.”

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<sup>3</sup> *Law Commission Report April 17,2018, Hindustan Times, May 02,2018*

## **ARGUMENTS IN FAVOR OF SIMULTANEOUS ELECTIONS**

The issue of simultaneous elections is being rationalized on number of accounts like saving of public funds, savings of time and energy of people, administration, election commission of India, political and administrative stability, strengthening of federal structure, establishing the foundations of good governance, civil society and democracy etc. All is being said in nationalistic perspective and projected as a panacea to resolve all election related ills like electoral corruption.<sup>4</sup>

In a discussion paper, titled ,Analysis of Simultaneous Elections: The ‘What’, ‘Why’, and ‘How’, Bibek Debroy and Kishore Desai of the NITI Aayog defined simultaneous elections as “structuring the Indian election cycle in a manner that elections to Lok Sabha and State Assemblies are synchronized together”. The Standing Committee made the point that not having to hold frequent elections was “important for India... to compete with other nations in developmental agenda”.

Those who are for the idea, say it will cut costs. The NITI Aayog paper said the Lok Sabha 2014 elections had cost about Rs 3,870 crore. The total money spent on the elections, including spends by parties and candidates, was several times more; the Centre for Media Studies estimated that an undeclared Rs 30,000 crore was spent on the 2014 Lok Sabha polls. The Election Commission of India, on its part, has estimated the cost of holding simultaneous elections to Lok Sabha and State Assemblies at Rs 4,500 crore. . The government believes simultaneous elections can help save precious time and resources spent when polls are held every few months. Governments in the centre and the states can assume power with a vision for five years so that the wheels of development can spin quickly.

There are other kinds of costs that elections impose. Prime Minister Narendra Modi recently spoke about how frequent elections and campaigns hurt the federal structure as leaders were “forced to talk politically”. Many have argued that election campaigns end up sharpening faultiness of caste, religion and community across the country.

Also, the Model Code of Conduct puts on hold all development programmes. Elections are huge disruptors of normal life — simultaneous elections would reduce disturbance from political rallies, etc., the parliamentary panel argued. It would free up large numbers of security personnel and other staff. The NITI Aayog discussion paper listed the issues: “Suspension of development programmes, welfare activities due to frequent imposition of Model Code of Conduct, massive expenditures by government and various stakeholders on frequent elections, black money, engagement of government personnel and security forces for a prolonged period of time, perpetuation of caste, religion and communal issues etc.”The foremost thing is saving of a

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<sup>4</sup> *Bhupender Yadav Hindu Feb 02,2018*

massive expenditure simultaneous elections would reduce the massive expenditure that has been nailed at around Rs.4,000 to Rs.4,500 Crore. This reduced amount can be used in other fields for the betterment of the country. They would reduce the type of manpower also.

Good governance because simultaneous elections may create less disturbance to the administration as well as to the development programs in the Poll Bound region / area, Simultaneous Elections of Parliament and state legislature in all the states leads to the one time imposition of Model Code of Conduct in all around the country. If all elections are held in one particular year, it will give a complete four years span to the winning political party to focus on good governance rather than debating or discussing on unnecessary topics which creates essential problems to the people of that particular state because they voted for the fulfillment of their requirements. Frequent election system has a huge impact on the functioning of essential services. The political rallies of the candidates and the like do cause a lot of problems like traffic problems, fights among their leaders as well as in between their booth level workers. Noise pollution is also originated from the rallies.

So it is clear that for good governance and bringing transparency as well as stability in the system Simultaneous Elections are preferred over frequent election. Hon'ble Prime Minister considered this proposal as a potential solution but still one question is there i.e. what the way forward is because it is impossible to replace a maintained structure. Hon'ble PM did some charismatic tasks like Demonetization, Implementation of GST and major change NITI aayog in place of planning commission so we all Indians are still optimistic that he with his council of ministers and all the MPs in the parliament bring their attention on this topic and made some amendments in the constitution to germinate a new election system in the country.

### **ARGUMENTS AGAINST SIMULTANEOUS ELECTIONS**

Those who oppose the idea argue that Indian democracy is considered to be a largest democracy of the World and it should be strengthened by including some qualitative methods of direct democracy such as in Switzerland like 'Initiative', 'Referendum' and 'Recall' to make it a exemplary democracy in the World. Secondly Parliamentary Democracy always has an uncertain term of legislature and possibility of mid-term polls. It is more important to adopt healthy constitutional traditions like UK to achieve political stability. If we adopt the idea that no confidence motion should be put only with an alternative confidence motion to avoid midterm polls. But what would be fate of other automatic no confidence motions like when a money bill rejected by the popular house or passing of censure motion against a Government policy or reduction of salaries of Ministers against the wishes of Ministers?<sup>5</sup>

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<sup>5</sup> Ashish Khetan is chairperson of the Dialogue and Development Commission of the Delhi government and a leader of the Aam Aadmi Party

<sup>6</sup> Bakshi, P M, 'The Constitution of india', Universal law Publishing, 14<sup>th</sup> edition, 2017, p-148

As we know the conduction of Elections simultaneously in the country is a challenging task. In India where exists a Federal Structure and a democracy where several parties are to participate in elections. In case of simultaneous elections there comes a big problem in front of the voters .The problem is when voters are made to vote for electing two types of government (Central Government by Parliament elections and State Government by Assembly elections) at the same time, at the same polling booth, and on the same day but one question also comes in picture i.e. are they voting to a particular party over a same issue in both the elections or not?.....because Assembly elections fought for particular state related issues or under the banner of the essential needs in the state while the parliament elections are for the country, here the domain is so vast.

Simultaneous elections may reduce the expenditure incurred by the Election Commission. But there is no guarantee that expenditure of the political parties will reduce. Political parties may spend entire fund at once rather than in phases. Center and States are equal and sovereign within their jurisdiction. Simultaneous elections may reduce the importance of state elections. Thus it affects the concept of federalism. Article 83(2) ) “The House of People, unless sooner dissolve, shall continue for five years”<sup>6</sup> and Article 172, “Every legislative assembly unless sooner dissolve, shall continue for five years”<sup>7</sup> of the Constitution requires that the Lok Sabha and State legislatures be in existence for five years from the date of its first meeting, “unless dissolved earlier”.<sup>8</sup> Simultaneous elections ignore this phrase, as there would be no opportunity to dissolve Lok Sabha or State Assemblies.

A government can be in power as long as it enjoys the confidence of Parliament. Simultaneous elections can work only if governments last for a fixed tenure of five years regardless of confidence of Parliament. It negates the concept of ‘no confidence motion’ – an important tool for legislative control over the executive. Elections are an important part of representative democracy. Simultaneous elections with fixed tenure of five years curtail people’s right to express their confidence or displeasure on the government. Simultaneous elections will relegate local issues or issues of state importance to the background. This completely ignores the diversity of the country.

Holding simultaneous election once in five years may also face logistical challenges. For the free and fair conduct of the elections, security forces need to be deployed in large numbers. Given the current strength of security personnel, this may be a challenging task. Those who oppose this idea believe that the Bharatiya Janata Party (BJP) and the Rashtriya Swayamsevak Sangh favour a presidential form of governance and want to inch closer to it through this excuse. Simultaneous elections to the Lok Sabha and assemblies are just the first step, they argue. They remind you that all these questions were discussed when the Constitution came into force, but the creators of the Constitution went in for the Westminster model after great deliberation. Over the past 70 years, the model has dispelled all doubts and question marks. It is the ideal model for a country where the dialect changes every few miles.

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<sup>7</sup>*Ibid*, p204

<sup>8</sup>*Ibid*, p204

Opposition parties also believe that if the BJP succeeds in getting the proposal implemented, the party, which has been winning elections in one state after another, may manage to wrest new states apart from retaining power at the centre. However, there are numerous examples of simultaneous elections where the voters elected different candidates or political formations at the centre and states.

Consider this carefully. Over the past 50 years, even as voters tested new horizons to examine the worth of their vote, those who assumed power have set new records in corruption. As a result, three former chief ministers are in jail on charges of corruption. Nobody could have imagined that Lohia's cry for change would meet such a sad fate. Shouldn't such people be charged with infanticide of the dreams of live communities?

I wouldn't hesitate to say this irrespective of when and how elections are conducted, if they don't facilitate the election of suitable candidates, our dreams will continue to be shattered. The fault lies in the elected representatives and those who elect them not in the method of choosing them.<sup>9</sup>

### **HOLDING SIMULTANEOUS ELECTIONS IS CERTAINLY DESIRABLE BUT NOT FEASIBLE**

"I have always maintained that this is certainly desirable but not feasible. For it to be feasible, we need a political consensus, which is not easy to achieve. There has to be a political willingness to discuss this issue before we talk of a consensus. It is good that Prime Minister Narendra Modi is talking about a consensus instead of forcibly pushing this plan through. His reasons for advocating simultaneous elections are exorbitant expenditure and the repeated dislocation of administrative machinery on election duty throughout the year. I'd like to add two more factors. One, elections have unfortunately become the root cause of corruption. When we are in constant election mode, we are also in permanent corruption mode. When crores are spent in elections, crores have to be collected by hook or by crook. The way out is to cut the role played by money in elections, and this can come about only through a ceiling on political party expenditure. The other aspect is the state funding of elections. Besides, elections have become too divisive. Communal riots and caste disturbances are deliberately created around election time to ensure polarisation of communities for electoral gains."<sup>10</sup>

### **CONCLUSION**

From above given discussion and arguments, we have to replies to the basic questions. It is not feasible simultaneous elections under present constitutional structure. We have to amend our constitution like people's representative act and make at least fix tenure of legislatures. By adopting such measures to amend constitutional structures ultimately we have to adopt Presidential form of Government or Democracy. Perhaps presidential form of government would be against the wishes of founding fathers and it may not suits to a country like India having unity in diversities. The democracy of a country could be strengthening only by adopting healthy

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<sup>9</sup> Shashi Shekhar is editor-in-chief, Hindustan First Published: Mon, Feb 05 2018. 12 00 AM IST

<sup>10</sup> S y QUARASHI former election commissioner of india, The Hindu, February 02,2018



constitutional traditions and good moral characters of political leaders as well as of electorates. It may be said at present BJP considered to be largest national political party of India having largest financial resources. The other political parties even Congress cannot compare themselves with BJP having majority and N. Modi led government at Centre and rules in around twenty states. It suits much politically to the BJP to go for simultaneous elections like it suited to congress having three fourth majorities in Loksabha and went for amendment in defection laws in form of 58th amendment in 1985. The Congress amended the constitution to declare defection as illegal but have provision of 1/3 members of a party can form a different group. Since the opposition parties were having little seats and easy to bifurcate them e g if a party having three elected members in lok sabha and single member can defect on the name of forming different group.

The Indian democracy has its different phases like first phase 1952-76 was considered to be 'one- party- dominance'. In 1967 seven non-congress Govts were formed in seven states. With this development an era of regional political parties was came into being. Especially after 1989 till 2014 no govt. was formed without the support of regional political parties. Alliances like UPA, NDA and Third Front came into being with the help of regional political parties. The inception of a regional political party to cater the regional demands and sublimate the regional aspirations is good sign for the development of democracy. By adopting simultaneous elections we would compromise with regional aspirations. It would not be healthy for the regional political parties. In simultaneous elections the national issues will be dominated and regional issues have to be sacrificed at the cost of national issues. The mandate of electorates in an election could not be judged in right manners if electorates of a particular state votes differently for parliament and state legislative assembly. It would also be near to impossible to conduct elections simultaneously in vast country like India. Perhaps it would not be advisable to give serious setbacks to democracy to save the expenditure on elections. The need of the hour is to curb the electoral ills like corruptions and sale purchase of votes. The logic given by protagonists of simultaneous elections that good governance could be provided and a civil society could be established by way of simultaneous elections. But we may examine the parameter by citing the example that all good governed countries and civil societies are being created only in those countries which have simultaneous elections. Good governance and civil society are the outcome of good deeds, welfare functions, and moral characters of leaders and selfless service of society. The critics of simultaneous elections caution that it will prove counterproductive and Indian democracy will be converted into managed democracy rather than victory in free and fair elections. In a managed democracy the role of money and muscular power will increase manifold. The critics do argue that having simultaneous elections which will be resulted into managed democracy and establishing presidential form of govt. will ultimately resulted into the centralization of democracy rather than decentralization of democracy. The country has to face serious consequences of the centralization tendencies. Though the demand of simultaneous elections is coming from various quarters but perhaps it seems that BJP is on its old agenda to replace parliamentary democracy with presidential form of government.



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## 2. EMERGING SOCIETAL TRENDS IN THE PUNJAB UNDER THE BRITISH RAJ

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### ABSTRACT

*East India company slowly but steadily expanded its trade and annexed territories of Indian subcontinent. Lahore kingdom was annexed in 1849 and a new province 'The Punjab' was carved immersing cis sutluj states of Punjab chiefs. New province was governed with parental care and best in the business were employed for the purpose. Advanced techniques in every sphere were introduced that changed the walk of life of Punjabis. These institutional and infrastructural changes brought new trends in political social educational and cultural life resulting in the emergence of a new society in the Punjab.*

**Key Words:** *Educated middle class, Non Regulation system, District, School, Zila, Zaildar, chieftains.*

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Lahore kingdom was ceased to exist and became a province, including the territories of cis – Sutlej states, of the vast British Empire in India, after its annexation in 1849. This political upheaval brought new institutions and ideas in the administrative, economic and educational fields that reshaped the political and economic structure of the Punjab. With the introduction of western civilization to the native Hindu – Buddhist, and Perso – Arabic civilizations a process of cultural interaction evolved slowly which altered the existing social patterns and outlook of the Punjabi society. These structural and ideological changes while contributed in the growth of western educated middle classes on the one hand, they also created a sense of alienation from traditional society and religion among them on the other.

The impact of all these changes became visible in the socio – political and economic patterns of the Punjab by 1870s. Communal tensions and riots that occurred in the last quarter of nineteenth and early twentieth century had their roots in early period of colonial rule.

### I. STRUCTURAL CHANGES:

On March 29, 1849 Sir Henry Elliot, the foreign secretary, under the orders of the Governor General Lord Dalhousie, held a Darbar at Lahore which was attended by the boy Maharaja Dalip Singh and all the Sikh chiefs then present in the capital. The proclamation of the annexation of Punjab was read aloud in English, Persian and Hindustani. The British flag was

hoisted on the ramparts of the Lahore citadel and the booming of guns announced that the kingdom of Lahore had ceased to exist.

The Punjab as a province of the British Empire was larger than the kingdom of Ranjit Singh and it was placed in a context almost of global economy and polity<sup>1</sup>. The politico-administrative structure was changed according to the needs of the *Raj* and a new era of unprecedented changes ushered in economic, education, agriculture, and commerce. British rule brought with it new irrigation projects leading to the establishment of canal colonies, new communication projects like postal, telegram, roads and railways, growth of towns and factories, establishment of cooperative credit societies and educational institutions as well as the growth of a modern army and bureaucracy.<sup>2</sup> Policies and programmes were formulated and executed according to the needs of British imperialistic interests

Earlier the power was invested in the hands of a few chieftains of Ranjit Singh but new administration changed the scenario all the more. Under the British, center of power was shifted in the hands of bureaucracy that provided an opportunity for the people to get a share in the power.

**a) Administrative set-up:**

To govern the new province a 'Board of Administration' was established consisting of three members, Henry Lawrence, as president and two other members John Lawrence and Charles Mansell as his colleagues<sup>3</sup>. The Board enjoyed a wide range of powers and unrestricted control over all matters pertaining to Punjab. The functions of the Board were divided into political, revenue and judicial departments and each member had charge of one of these<sup>4</sup>. The executive was composed partly of civilians and partly of soldiers. Of the 56 covenanted officers, 29 were from the Army and 27 from civil service<sup>5</sup>.

The Punjab was administered under the 'Non Regulation System' that means that the administration should be conducted according to the principles and spirit of the regulation. Lord Dalhousie while taking over the responsibility of governing this province had declared it to be a non-regulatory province, which means that rules, and regulations passed before 1833 were not applicable to Punjab. This system had three main features; first the country was mapped into very small districts so that the officer in charge could get the complete knowledge of the region and the people. Secondly, every civil functionary had the judicial, fiscal and magisterial powers. Thirdly, the law and procedure were very simple and based on native customs and institutions.

The colonial rulers' aim behind the establishment of a new kind of administration was to provide peace and prosperity to the people and region. In the words of Dalhousie, the then

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<sup>1</sup> J.S.Grewal, *The Sikhs of the Punjab*, New Delhi, 2000, (reprint), p. 128

<sup>2</sup> Shymala Bhatia, *Social Change and Politics in Punjab, 1898 – 1910*, New Delhi, 1987, p. 45

<sup>3</sup> Robert Montgomery replaced Mansell in 1851.

<sup>4</sup> Foreign Secret Consultation, No. 73, April 28, 1849. National Archives of India, (Hereafter NAI), New Delhi,

<sup>5</sup> Khuswant Singh, *op. cit.*, p.89

Governor General of India, 'Board's work was to convert the article and hostile population into industrious subjects, cultivating the arts of peace and cultivation'.<sup>6</sup>

To govern the new province effectively it was divided into seven divisions usually called commissionerships that were Cis-Sutlej states division, Trans Sutlej states division, Lahore, Jhelum, Multan, Leia and Peshawar.<sup>7</sup> These divisions were further divided into twenty-seven districts. Each district was placed under the charge of a Deputy Commissioner who had unlimited powers relating to judicial, revenue and magisterial matters. In fact they were dictators in miniature.

Thus a large body of bureaucrats was created to administer the newly conquered province. President of the Board was on top of the hierarchy followed by Commissioners at the divisional headquarters and Deputy Commissioners (District magistrates and collectors in regulation provinces) and Assistant Commissioners who performed the duties of Joint Magistrate and extra Assistant Commissioners. While the first three grades consisted of covenanted or commissioned European officers, to the fourth belonged both Europeans and Indians<sup>8</sup>. The lowest grade of gazetted officer was the Tehsildar whose civil powers extended to deciding cases up to the value of Rs. 300/.<sup>9</sup>

In 1853 Board of Administration was abolished. A Chief Commissioner assisted by a Financial Commissioner and a Judicial Commissioner was appointed in place of Board of Administration. In 1859, Punjab was formed into a Lieutenant Governorship. The Lieutenant Governor had no councilors to help and advise him in the execution of his duties. Deputy Commissioners were the only officials who came into direct contact with the populace.

A new type of *judicial system* was also set up which was based on Laws, codes and procedures. During Ranjit Singh's reign there was no specific code of laws. Thus simple and affordable judicial system was replaced by complex and dear one to which the common people were not familiar altogether. Even the Board framed detailed code of rules to regulate the proceedings of the *Panchayats* and the district officers were instructed to supervise their working<sup>10</sup>. Tehsildars were confirmed in their judicial authority and were invested with police powers within their jurisdiction. The commissioners were enjoined to examine the cases disposed by Tehsildars and to scrutinize their decisions.

In 1866, a more important change took place in the judicial history of Punjab. In that year a Chief Court was established at Lahore in place of a judicial commissioner.<sup>11</sup> The civil procedure code of the Regulation Provinces was extended to the Punjab and pleaders were admitted to practice in the courts.

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<sup>6</sup> *Foreign, Secret, 1849, (misc.) Vol.35. No. 326, NAI, New Delhi.*

<sup>7</sup> *Punjab Administration Report, p. 4 (Hereafter PAR)*

<sup>8</sup> *Foreign Secret Consultation, No. 73, April 28, 1849, NAI, New Delhi.*

<sup>9</sup> *PAR, p. 32-33.*

<sup>10</sup> *PAR, p.77*

<sup>11</sup> *S.S. Thorburn, Musalmans and Moneylenders in the Punjab, Delhi, 1983, (Reprint), p. 75.*

**b) Economic Changes:**

Punjab's economy underwent a sea change after its annexation by the British. British introduced reforms in the agrarian system primarily to meet the raw material needs of English industries. To increase agricultural production irrigation facilities improved by constructing canals, new crops yielding high production introduced, and barren lands were put under cultivation by establishing canal colonies. Significant changes were made in land revenue administration because it furnished three quarters of total state revenues in the early years of British rule. Land revenue settlements were made with the peasants and their proprietary rights were confirmed.

Agrarian reforms were initiated by John Lawrence as early as during the regency period in 1847 and also carried on later by him, first as a member of the Board of administration and then as the chief commissioner of Punjab. In the regency period these reforms were made in the *Jullundur Doab* territory that was directly under the control of British. Jagirdars were forced to pay in cash rather than to furnish troops in lieu of *jagirs* granted to them. Secondly, Land revenue settlements were made directly with representatives of village communities and payments were demanded in cash instead of agricultural produce<sup>12</sup>. These measures had far reaching effects on the social set up also. Chiefs, Landlords and other influential classes were neglected, lowered and crushed. In the words of a civil servant:

‘The Jagirdars have seen their power, influence and property entirely destroyed, the chaudharis and headmen of talooqas and villages have in the same way be reduced to the level of their poor brethren.’<sup>13</sup>

Under the Board of Administration, Punjab's agricultural system was thoroughly revised and efforts were made to exploit the areas that were not fully exposed to their potentials during the reign of Ranjit Singh. The survey of each village was started to assess the situation of land revenue. The settlement officers were instructed to observe minutely the economic condition of the cultivators, their habits, customs and character. After a detailed survey, the land revenue was scientifically assessed on elaborate data and with due considerations of all surrounding circumstances.

The rights of every holder were duly recorded. For the assessment of the land revenue British divided the districts into *parganas* and circles (*chakas*)<sup>14</sup>. The division into *chakas* was done on the basis of the nature of the area under cultivation, quality of produce and the existing revenue rates. The estates in each *chaka* were further classified on these bases.

John Lawrence and Lord Dalhousie both had reservation for the continuation of the old system of revenue collection. So the land revenue settlements were made with the cultivators who had interest in cultivation that could ensure the continuity and extension of cultivation.

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<sup>12</sup> Khushwant Singh, *op. cit.* p.61

<sup>13</sup> R. N. Cust, *Deputy Commissioner Hoshiarpur to Commissioner and Superintendent Trans- Sutlej*, July 8, 1847, *Board's Collections*, No.117172, *India Office Library*, London, p. 160-161, cited in

<sup>14</sup> Radha Sharma, *Agrarian Society in Transition: Mid- Nineteenth Century*, in *Indu Banga (ed), Five Punjabi Centuries*, 1997, New Delhi, p. 311

Those cultivators who had occupancy of the same holding for twelve to twenty years were designated as *maurusi* or hereditary tenants who could not be ejected. Those who had the occupancy of less than twelve years were classified as *ghair-Maurasi* or tenants at will, who could be ejected.<sup>15</sup>

For the proper functioning of the revenue collection, intermediaries were created in the villages. *Zaildars* were made responsible for the revenue collection and the general welfare of the area under their jurisdiction. A small percentage of the revenue was given to them as their remuneration. Other than *Zaildars*, *Lambardars* were also created as the headmen of the village who became more an official of the government than a representative of the community. One *Lambardar* was appointed for each *patti* or sub division of the village.

New varieties of crops that gave high yield than the indigenous were introduced in the agriculture sector. Tobacco and a variety of root crops e.g. potatoes began to be grown in the plains. Government offered handsome rewards to encourage the peasants to take to these new crops. Those peasants were rewarded handsomely who took to the cultivation of flax. Tea was planted on the slopes of the Muree hills and in Kangra valley. As a result of all these efforts agriculturists started showing signs of settling down to prosperous industry by the end of 1853.

At the outset of British rule about one fourth of the total area was under cultivation and of this one sixth to one fifth was regularly irrigated. Although agriculture was dependent on the rain but artificial irrigation was not unknown to the peasantry of Punjab. Wells and river channels were two main types of artificial irrigation. At the time of its annexation, 1, 36,638 numbers of wells were in use in the Punjab,<sup>16</sup> both *kutchha* and *Pucca*. The Construction and maintenance of wells had been mainly the result of private enterprise. British government encouraged the sinking of wells by granting *Takavi* loans on easy terms. The proprietors were granted exemptions to pay revenue from such lands that were irrigated by wells constructed under the *Takavi* Loans.

Other than granting loans and encouraging peasants to improve irrigation facilities British government took keen interest in constructing canals. Nine Canal Colonies were developed by the British that changed the agricultural patterns of the Punjab.<sup>17</sup> The Board of Administration drew up an ambitious scheme for irrigation as early as 1851.<sup>18</sup> During his residency Henry Lawrence studied the feasibility of enlarging the Husli canal or *Shahi Nahur* that was constructed during the Mughal period to water the Shalimar Gardens in Lahore. During Ranjit Singh's times it was extended up to Amritsar for providing water to the holy tank of Golden Temple. This canal was originated from the left bank of the river Ravi, watering the Gurdaspur, Amritsar and Lahore districts in the Bari Doab or tracts of country between the Beas and Ravi.<sup>19</sup>

This work was regarded as a matter of political necessity to provide employment for the disbanded Sikhs mainly residing in the majha region. This enlarged canal latter known as Bari

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<sup>15</sup> *Ibid*, p.313

<sup>16</sup> *PAR*, 1863-63, p.2

<sup>17</sup> *Imran Ali, The Punjab Under Imperialism, Delhi, 1988, pp. 8-61*

<sup>18</sup> *S.S. Bal, Modern Punjab: An overview in Mohinder Singh (ed) History and Culture of the Punjab, New Delhi, 1988, p.84*

<sup>19</sup> *S.S. Thorburn, Punjab in Peace and War, London, 1904, (Reprint, New Delhi, 1985), p.264*



Doab Canal was to revive dead villages and create new hamlets throughout a course of two Hundred and forty seven miles. By 1860-61 this canal started irrigating the Majha region that was a concrete result of the ambitious scheme for irrigation drawn up as early as in 1851 by the Board. Besides this monumental work, the Board undertook the repair and improvement work of the already existing canals in Derajat and Multan<sup>20</sup>.

The Canals proved very helpful during the famine period of 1860-61 that inspired the British officers for further extension of irrigation facilities. In 1867 the surveys were started to irrigate the dry arid parts of the southeastern and southwestern parts of Punjab.

A canal named Sirhind canal, which took off from the Sutluj, was constructed, irrigating the high land between the Sutluj and Ghaggar streams.<sup>21</sup> It also irrigated the areas of Patiala, Nabha and Jind states. It was extended as far south as the border of Rajputana, Bahawlpur and Bikaner state adding considerably to the agricultural prosperity of the dry south-eastern districts of Ferojpur, Sirsa, Hisar and Bikaner. The Sirhind canal converted potentially troublesome Sikhs and *jats* into well-fed farmers. On being pointed out that only eastern Punjab had gained from canal irrigation, a canal was planned for the Rachna Doab. An inundation canal started flowing through that arid Doab in 1887. It was converted into a perennial canal in 1889.

These irrigating facilities increased rapidly over the years. In 1868, total area under artificial irrigation was 5.98 million acres, which was doubled to 9.37 million acres in 1900. Agriculture production was increased, peasantry started showing signs of prosperity and Punjab became a granary of India.

### **C) Development of Means of Communication:**

Next to canals the roads engaged the Board's attention. A very comprehensive plan of intersecting the province with roads and bridges was formulated. By 1851, 1349 miles of roads were constructed 2487 miles traced and 5272 miles surveyed, all exclusive of minor cross and branch roads<sup>22</sup>. Grand Trunk road that connected Northwestern parts to Eastern parts of India was reopened and construction work was started. The section from Karnal to Ludhiana was opened in 1852, from Phillour to Beas in 1860-61, from Beas to Lahore the road was opened in 1853 and thence to Peshawar in 1863-64<sup>23</sup>. Hilly areas were also connected through metalled roads. Hindustan Tibet road, which was started from the Shipki pass on the frontier of Chinese empire, connecting to Shimla and Kalka, was opened in 1864-65. A road from Pathankot in plains to Kangra valley was also completed by 1874-75 that brought down tea and other hill products to plains.

All the roads in the Punjab were maintained from provincial or district funds between 1856 and 1858. During these two years about 11 ½ Lakhs of rupees had been spent on roads that with the previous expenditures would make an aggregate of Rs. 123 ¾ Lakhs<sup>24</sup>.

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<sup>20</sup> *PAR, (1845-51), p.133*

<sup>21</sup> *G.S. Chhabra, op. cit, p.183*

<sup>22</sup> *PAR, 1849-50, 1850-51, p. 132*

<sup>23</sup> *G.S. Chhabra, op. cit, p.244-245*

<sup>24</sup> *Ibid, p.245*



A scheme was prepared to cover the entire province with a network of railways. It was proposed, to link Multan with the seaboard of Karachi and then to connect it with Amritsar. It was hoped that it would help for the development of agriculture and industry. British officers visioned that railroads would enable the administration to mobilize all its resources, material as well as military in time of trouble. The first railway was started from Amritsar to Lahore in 1862. Amritsar and Rawalpindi had been linked with Delhi in 1870 and 1873 respectively.

Apart from railroad communication, navigation was also started in the rivers. The construction of boats was improved and the steamers of the *Indus Flotilla* began to run from Karachi to Multan and further up to Lahore in 1865. By 1883, Peshawar, Calcutta and Bombay were linked through land and water communication<sup>25</sup>.

#### **D) Educational set up:**

Before the advent of the British the condition of education in Punjab was far better than the other parts of India. Although the nature of education was mainly religious but secular education was not neglected. "The schools were of three descriptions namely those resorted by Hindus, Mussulman and Sikhs"<sup>26</sup> that were attached to their respective religious places like Temples, Mosques and Gurdwaras. At the Hindu schools, writing and rudiments of arithmetic were generally taught in Hindu characters, at the Muslim schools the *Kuran* and Sadee's *Gulstan Bostan* was read in Arabic and at the Sikh schools the holy Granth was read in *Gurmukhi*.<sup>27</sup> Other than this, secular subject like philosophy, astronomy, astrology, and medicine were also taught. Religious persons of the community also provided girls education though female teachers were also to be found.<sup>28</sup>

Teachers were not regularly paid by the state, but in some cases an annual grant of 50 *maund* of grain was given to them for their services. Instead of regular fees weekly gifts were made to the teachers and they also received donations from parents, on special occasions in the pupil's family. Various estimates have been given about the average income of a teacher. According to Montgomery, commissioner, Lahore division, in 1850, the average salary of a teacher was between Rs. 1-2-0 to Rs. 8-8-0 per mensem.<sup>29</sup>

Persian was the official language during these times. It was indeed the language of the literate, the *lingua franca* of the official class. Both Hindus and Muslims attended Persian schools because it was source of livelihood and government employment. Persian schools were considered by the British authorities to be 'the most genuine educational institutions in the country'.<sup>30</sup> Thus state of education in Punjab was considerably better.

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<sup>25</sup> *Ibid*, p.247

<sup>26</sup> G.W. Leitner, *History of Indigenous Education in the Punjab – Since Annexation and in 1882, Calcutta, 1882*, p.

<sup>27</sup> *PAR, 1849-50, p. 143*

<sup>28</sup> H.R. Mehta, *A History of the Growth and Development of Western Education in Punjab, 1846-84, Monograph, Lahore, 1929, reprint, New Delhi, 1987, p. 18*

<sup>29</sup> *Ibid*, p. 16

<sup>30</sup> *Punjab Education Report, 1856-57, para-16*

Punjab was one of the last states to be annexed by the British. Until then the British Government had already formulated a definite education policy. Christian missionaries were pioneers to establish English educational institutions in Punjab though their main aim was evangelical. Church Missionary society established an elementary school for boys at Simla in 1843. American Mission established its first English school at Jullundur in 1848 and at Lahore in the following year. The American Presbyterian Mission opened a school in 1851 at Ludhiana. Missionary societies also worked for the improvement of female education. The American Presbyterian Society in Ludhiana opened an elementary school for females in 1836.<sup>31</sup>

Apart from the missionaries, British administrators took initiative to impart English education to the people of Punjab. Mr. Edwardes, Superintendent of Hill states, opened first government school at Simla on 1st March 1848. In the same year Colonel Abbot opened another school at Hoshiarpur and thirteen district schools were opened by Mr. Edwards. At Amritsar a government school was opened in 1851 out of the imperial revenues. By 1854, *Zila* schools were established at Rawalpindi, Gujarat, Shahpur, Multan, Jheleum and Jullundur in which education of higher standard was imparted. English, Geometry and Geography subjects were also studied in these schools. District administrators also opened twenty-four Government schools in Tahsil towns.

During the Board of Administration's tenure the Judicial Commissioner' that was transferred to Financial Commissioner after the abolition of the Board, looked after all the matters pertaining to education.

The Department of Public Instructions of Punjab department was constituted in January 1856 for the development of education in the Punjab. In two years, 456 village schools were started while grants in aid contributed to the support of various approved mission schools. Between 1855 and 1858 normal schools, for the training of teachers, were opened in Lahore Delhi and Rawalpindi.<sup>32</sup> Christian Vernacular Educational Society also opened an aided normal school in Amritsar in 1866. A hierarchy of officials, a Director, 2 Inspectors, 10 Deputy Inspectors, and 60 Sub Deputy Inspectors, was formed to run the education department.<sup>33</sup>

Mr. Arnold was appointed Director General of education department on a salary of Rs. 1200 per mensem<sup>34</sup>. Two Europeans were appointed as Inspectors on a salary of Rs.600 each for Eastern and Western circles in which the province was divided for the purpose of education. A third European Inspector was appointed for the Delhi territory in 1858 and a fourth Inspector was appointed for frontier circle in 1863-64. An Indian Deputy Inspector for each circle was also appointed in the same year. Deputy Inspectors and Sub Deputy Inspectors were appointed on a salary between Rs. 80 to 120 and Rs. 20 to 60 respectively, amongst the literate Indians, competent to discharge these duties. Up to 1876-77 there were fourteen district inspectors, one district inspectress and sixteen chief school moharrirs.

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<sup>31</sup> *H.R Mehta, op. cit, p. 41*

<sup>32</sup> *J.F Bruce A History of the University of the Punjab, Lahore, 1933, pp. 2-3*

<sup>33</sup> *G.S. Chabra, op. cit, p. 139*

<sup>34</sup> *H.R Mehta, op. cit, p. 41*

Vernacular schools were classified into Town schools and Village schools. The classification of schools into High, Middle and Lower Class Schools was adopted in 1868-69. English schools were classified separately from vernacular schools. Zillah High schools were classed separately from seventeen Zillah Middle schools. High schools contained the 9<sup>th</sup>, 8<sup>th</sup>, 7<sup>th</sup>, classes, the Middle school contained the 6<sup>th</sup>, 5<sup>th</sup>, 4<sup>th</sup>, and 3<sup>rd</sup> classes and Lower schools contained two classes<sup>35</sup>.

For imparting higher education a Government college was established at Lahore on 1<sup>st</sup> January 1864 and in Delhi in the same year. Students from Punjab schools had already begun appearing at the entrance examination of Calcutta University from 1861-62 and thirteen candidates had already matriculated by next year<sup>36</sup>.

Punjab education department took responsibility of imparting education to females, Seventeen schools were opened in the very first year of its establishment. There were fifty-two female schools with 1312 scholars at close of the year 1861-62. Lieutenant Governor held an education durbar and appealed the chiefs of Lahore and Amritsar to help Government for female education. This appeal got a very good response and the number of Government and Aided schools rose from 333 and 696, respectively, with 6834 and 12727 pupils<sup>37</sup>. But most of the schools were closed on account of the dearth of teachers, very poor attendance and inefficient instructions. By 1878-79 there were only 195 Government and 232 aided primary schools. To improve the condition of female education an Inspectress of schools was appointed and married girls were allowed to continue their studies. A number of Christian ladies English and Indian working under the zenana missions instituted in 1855, also imparted some secular instruction to Hindu ladies in their homes.

In the beginning no fees were levied in Government schools although some fees were charged by private schools under the grant in aid scheme. In 1860-61 fees were levied in all Government schools, one to two *annas* per month in Tehsil and village schools and one to four *annas* in *Zilla* schools<sup>38</sup>. In the Government College opened in 1864, the rate of tuition fee charged was two rupees per month.

Punjabis started demanding a separate university for the province under the auspices of Dr. Leitner, the first Principal of the Government College, Lahore. In 1865, a society named *Anjuman -i- Punjab* was founded to pursue the demand and a proposal for a university was formulated. "In February 1866 the leading gentlemen of Lahore and Amritsar presented an address to sir Donald McLeod"<sup>39</sup> the then Lt. Governor of the Punjab for the same purpose. Government, considering the proposal as premature, only sanctioned the establishment of 'Punjab University College' that might be expanded into a university later.

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<sup>35</sup> *Ibid*, p. 61

<sup>36</sup> *Ibid*, p. 65

<sup>37</sup> *Ibid*, p. 74

<sup>38</sup> *Ibid*, p. 49

<sup>39</sup> Syed Mahmood, *A History of English Education in India, (1781 – 1893) – Its Rise Development, Progress, Present Condition and Prospects, Aligarh, 1895*

The Punjab University College was started in 1869-70. The Lieutenant Governor appointed a senate of 70 members. Rules for the conduct of examination and grant of certificates were formed. Faculties of Law, Arts, Medicine and Engineering were formed. A Sanskrit Professor and a Law lecturer were appointed. From 1871-72 students started appearing at the examination of the Punjab University College. The hopes raised by the establishment of Punjab University College were fulfilled. The following table shows the achievements of Punjab University College.

**Table – 1**

**Number of candidates who passed the various examinations of Punjab University College till 1883-84.**

Sl no.	Examination	School	Passes
1.	First Arts or Proficiency in Arts	English	352
2.	Intermediate	Oriental	08
3.	B.A or High proficiency in Arts	English	95
4.	B.O.L	Oriental	04
5.	M.A. or Honours in Arts	English	26
6.	M.C.L	Oriental	03

*Source: H.R.Mehta, A History of the Growth and Development of Western Education in the Punjab, 1846-84, p.70*

The Secretary of State, being satisfied with the working of Punjab University College, accorded his permission to the introduction of an act for the incorporation of a University in 1881<sup>40</sup>. An act was passed in 1882 by which the 'Panjab University' was incorporated on the model of the London University. It received the powers of conferring degrees for Oriental learning, Arts, Law, Medicine, Science and Engineering.

For the progress of education local committees were formed in districts and villages. One percent education cess was levied on Zamindars equal to one percent land revenue. Grants were provided to private institutions under grant in aid scheme that were welcomed by missionaries who were the fore-runners in the field of education as promoters of Government system of education.

**Table -2**

**Aid provided under Grant - in - aid scheme**

Year	Grant in rupees	No. of institutions
1859-60	19,669	20
1883-84	2,08,792	195

*Source: H.R. Mehta, a History of the Growth and Development of Western Education in the Punjab, 1846-84, p.55*

Apart from this there were professional institutions which imparted education in various fields 'Mayo school of Arts' imparted instructions in drawing and designing, four industrial schools for males and one for females imparted instructions in carpentry, carpet making, weaving, saddlery and metal work to boys and lace work and embroidery to girls. The Medical school, Lahore, imparted instructions in medicine, surgery and midwifery. Besides this, there existed the Law school and one school attached to the Horticultural Society Garden. Twenty-three jail schools were opened in different jails with 6106 prisoner scholars.

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<sup>40</sup> *PAR, 1882-83, Para-826*

A book and translation department was established in the beginning of 1857 for the supply of books needed for schools. An educational press was also maintained for lithographing the *Sarkari Akhbar* and vernacular educational books. Books of the value of 3000/ were sold in the first year. A committee was formed to recommend the books for schools, colleges and libraries.

The attitude of Mohammedans towards the British system of education was unfriendly. Lord Mayo in his resolution of 7<sup>th</sup> August 1871 invited the attention of local governments. Enquiries revealed that the existing system of education was as favourable to Muslims as to Hindus. The real cause was that they pursued agricultural occupations and their preponderance in the backward areas of the Derajat and Peshawar divisions where they formed 90% of the population.<sup>41</sup>

These changes altered the socio economic situation of the Punjab. New social groups started emerging with the changing professions and requirements of the time. These social groups played a major role in the social and political affairs of the Punjab.

## **II. EMERGENCE OF NEW MIDDLE CLASSES:**

New politico – administrative structure, educational and economic policies greatly altered the traditional structure of Punjabi society. In this changed scenario landed aristocracy also underwent a lot of changes. It began to loose its hold over the people, primarily due to their reluctance to get western education that was a key to leadership. Thus a vacuum was created in the society, which was started filling by the emerging western educated middle class. “The ambitious members of the society, the emerging middle class, wrested the reins of leadership from the enfeebled hands of the aristocracy”.<sup>42</sup>

The structural changes transformed the existing social, political, religious and educational patterns and gave birth to new social groups. “The pre colonial ‘Middling Classes’ witnessed continuous structural and functional transformation when the socially and economically privileged group responded to the new opportunity offered by the British institutions”.<sup>43</sup>

Professional middle class was the most important and influential social group among the newly emerged social groups. “This class consisted of those groups whose position sprang from skills based on western education and training and who occupied a ‘middle position’ between the British bureaucracy and the Indian aristocracy on the one hand and the mass of the population pursuing occupations that kept them barely on the subsistence level on the other. Besides lawyers, teachers, and doctors this class could be considered to have included the Indians employed at the lower and middle rungs of administration”.<sup>44</sup>

Western education became the means to enter government service and to realize worldly ambition.<sup>45</sup> British government had already formulated its education policy prior to the

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<sup>41</sup> *H.R. Mehta, op. cit, p.82*

<sup>42</sup> *Shymala Bhatia, op. cit., p. 78*

<sup>43</sup> *S.S. Sohal in Indu Banga (ed), p.455*

<sup>44</sup> *Indu Banga, (ed.), Five Punjabi Centuries, p. 459*

<sup>45</sup> *Indu Banga, p.456*

annexation of the Punjab that was aimed to form “a class of persons Indian in blood and colour and British in taste and opinions, in morals and in intellect”.<sup>46</sup> This education policy was limited to the upper and middle classes of the society. As Wood’s Dispatch of 1854 pronounced “the attention would especially be directed to the education of the middle and lower middle classes”. The structure of educational system provided an opportunity of these classes to monopolize the western education.

Lahore emerged as the biggest urban education center in the Punjab. Many educational institutions like Government College, Chief’s College, Medical College, D.A.V. College, Islamia College etc. were set up there. Later on Amritsar, and Ludhiana also emerged as educational centers. Thus the number of western educated person started increasing and a new class of ‘western educated’ came into being in the Punjab.

New social groups in agrarian sector emerged due to various infrastructure and institutional changes in the peasant economy of the Punjab. Record of individual rights in land, fixation of assessment of land revenue and demand of revenue in cash, construction of canals, and establishment of canal colonies, all these factors changed the agrarian economy and integrated it with the world market. The agrarian middle classes consisted primarily of subsistence-oriented cultivators who had sufficient land to cultivate with family labour.

British created a new class of ‘intermediaries’ for the collection of land revenue like *Zaildars* and *Lambardars* in the villages.<sup>47</sup> They deliberately weakened those social groups who were intermediaries in the Ranjit Singh’s reign to concentrate all top-level government functions in their own hands. For this purpose, they transferred their political support from intermediary classes to the upper stratum of the peasantry, resulting in the increased role of peasantry in social as well as political field.<sup>48</sup>

The commercial middle classes included bankers, moneylenders, brokers, moneychangers, commission agents, shopkeepers and grain merchants. These classes were the outcome of the commercialization of agriculture and its link with the world market. Due to commercialization people were needed, who could purchase agrarian products from the far-flung regions and sold them in the town markets to be exported to European countries. Pre – British period trading castes grasped these economic opportunities with both hands and started emerging as more influential classes.

To govern the new province a large measure of bureaucracy was introduced which was consisted mainly of European officials and partially of Indians, at the early stage mostly Bengali’s consisted this group, for lower rungs of jobs. Setting up of courts under the new judicial system also provided an opportunity to the people for private practice as lawyers in the courts.

Thus a new society divided into four clear-cut classes, professionals, traders, artisans, and zamindars had begun to emerge. The process of supplanting caste bonds by the bonds of profession had begun. In the new classes could be found men of all castes and religions.

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<sup>46</sup> Mehta

<sup>47</sup> Banga – Radha, 315.

<sup>48</sup> Banga, 330-31



### **3. NATURE OF WORK WITH REGARD TO THE JOB SATISFACTION AMONG THE POLICE OFFICIALS IN CHANDIGARH UT**

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#### **ABSTRACT**

*Determinants of job satisfaction among employees has been a concerning issue among researchers. The main objective of this paper is to analyse the impact of present nature of the work upon the job satisfaction level among police officials. A prospective analysis was completed on 329 respondents which consist of 11 Inspectors, 76 Sub-Inspectors, 51 Assistant Sub-Inspectors and 191 Head Constables. Results found that most of the respondents reported that their work was demanding and stressful. Job Descriptive Index (JDI) and Minnesota Satisfaction Questionnaire (MSQ) were used to collect information. The results further indicate that majority of the respondents were lowly satisfied due to their work was demanding, stressful and challenging. It is recommended that Police department should pay attention to the nature of the work of police officials to improve the job satisfaction level among the police officials.*

**Key words:** Police, Chandigarh, work, nature, satisfaction

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#### **INTRODUCTION**

The term Police is used to denote a body of people organized to maintain civil order and to investigate branches of the laws (Encyclopaedia Britannica, 1973). It is derived from the Latin word "Politia" which stands for the condition of a "Polis" or state. It indicates a system of administration although in modern parlance it is generally used to indicate an organized unit of civil officers whose particular duties are the prevention of crime and the enforcement of laws. (Sharma, 1977)

The Indian Police has a long past and has reached its present state passing through various social, political and cultural changes. The existing police system in India appears to be a unique and peculiar amalgam of various features of Ancient, Mughal and British police. The present police system structurally and functionally owes its existing to the various Acts and Enactments promulgated by the colonial rulers. The Indian Police Act, 1861 is the basic foundation of the present day Indian Police. Police in India basically belong to the State List of the Constitution, therefore, police and various police matters basically fall into the jurisdiction of the State governments. Police organizations are identified by the name of the State to which they belong, and even their nomenclatures are given after the names of the respective States, i.e. Rajasthan Police, Assam Police, Bihar Police, Kerala Police etc. The police are organized, maintained and



directed by the States and Union Territories of the Indian Union. The Indian Police System is horizontally stratified like military forces and is organized into various cadres.

Nature of work is one of the factors which influences the liking and disliking of a job by an employee in the work place. If the nature of work is not favorable then it may cause quitting the job, lack of efficiency in the employee and lack of production in the organisation. The rights of every member in society are protected by the courts through the agency of the police force, which is therefore a source of inspiration and hope to all law-abiding citizens. Police as law enforcer are mandated to ensure that the rule of law is implemented equally for all citizens.

This investigation seeks to draw attention to the nature of the job and its influence upon employees' job satisfaction. Nature of the work is one of the major workplace attitudes therefore author focus on job satisfaction as an outcome of nature of the work.

## **REVIEW OF THE LITERATURE**

Police as law enforcer are mandated to ensure that the rule of law is implemented in letter and in spirit equally for all citizens. . The work of police is to protect life and property. It undertakes investigation of crimes. Its role involves many challenges such as encounter with dreaded elements while handling crimes. These roles expose police officials to different work situations which require different physical and mental ability to deal with situations firmly and effectively (Anshel, 2000, Morash et.al, 2006). Policing has been categorized as a high stress occupation, with up to 47% of officials in self-report studies citing stress as a consequence of the job (Crank et.al, 1993; Davis 1993, Savery et.al, 1993). Many studies have confirmed that shift work has a negative effect on physical health, mental health, and job satisfactions (Demerouti et.al 2004). A number of studies have been conducted in different parts of the world for understanding nature of stress among Police officials. The reasons for stress are negative working environment, long working hours, lack of time for family, irregular eating habits, sleepless nights, poor living conditions, torture by seniors, disturbed personal life and lacking public confidence in the Police (Malach- Pines and Kienan, 2007 and Water and Ussery et. al, 2007).

## **METHODOLOGY**

### **Unit of Analysis:**

The unit of analysis consisted of the police official including Inspector, Sub-Inspector, Assistant Sub-Inspector and Head Constable in eleven police stations of union territory of Chandigarh. All these officials are involved in direct public dealing.

For the present study 11 Inspectors, 76 Sub-Inspectors, 51 Assistant Sub-Inspectors and 191 Head Constables were included in the sample. In all 329 police officials were studied.

## **TECHNIQUES OF DATA COLLECTION**

Keeping in mind the nature of study a structured interview schedule was used to collect information. The structured part of interview schedule included questions related to socio-cultural profile of the police officials, reasons for opting for this profession, work place

environment and relations with colleagues, subordinates, super-ordinates. Additionally, Job Descriptive Index (JDI) and Minnesota Satisfaction Questionnaire (MSQ) was used to collect information. Both these scales were modified keeping mind the purpose of the study.

**Job Descriptive Index (JDI)** was developed by Smith et.al (1969) and it has become the most popular facet scale among organizational researchers. It contains 72 items, which assess five facets of job satisfaction, namely, work, supervision, pay, co-workers, and promotional opportunities.

**The Minnesota Satisfaction Questionnaire (MSQ)** was developed by Weiss et.al (1967) to measure the employee's satisfaction with 20 different facets or aspects of the work environment. These are activity, independence, variety, social status, supervision (human relations), supervision (technical), moral values, security, social service, authority, ability utilization, company policies and practices, compensation, advancement, responsibility, creativity, working conditions, co-workers, recognition, and achievement. Each of the MSQ items consists of statements about various facets of the job and the respondents were asked to indicate their level of satisfaction. The questions were rated on a 5-point Likert scale.

**Tabulation of Data** After collecting the data, using code design, cross tables were made. Collected data was coded and analysed using (statistical package for social sciences). Statistical analysis was done to arrive at conclusion.

## **MAIN OBJECTIVES OF THE STUDY**

To know the socio - economic profile of the respondents.

To examine the perceived nature of the work by the respondents.

To examine the level of job satisfaction with regard to nature of work of the respondents.

## **Findings**

In this section we provide a brief description of the data .Since our first objective was to study socio-economic profile of the respondents and second objective was to examine the perceived nature of the work by the respondent's and third objective was to examine the level of job satisfaction with regard to nature of work of the respondents. Therefore table no. I depict the socio- economic profile of the respondents and table no. II shows perceived nature of the work by the respondents and table no. III depicts the nature of the work influence upon the level of job satisfaction of the police officials.

## **Socio-economic profile of the respondents**

This table explores the socio-economic profile of the respondent's by analysing their social, economic, religious and family background. Through these variables, it is easy to know the attitude, behavioural pattern, socialization, life style, life opportunities and how an individual perceives the society. Socio-economic variables help an individual in forming his/her belief towards the life .Therefore, these socio – economic variables should be adequately studied before analysing the data. The present study has been carried out to know the job satisfaction level of

the police officials in Chandigarh. The level of job satisfaction is influenced by various variables such as age, education, marital status etc. Therefore, it is pertinent to get acquainted with the respondents socially and economically.

**Table no. I**

**Rank wise distribution of the respondents on the basis of socio-economic profile**

Age (Yrs)	Designation									
	Head Constable		ASI		Sub Inspector		Inspector			
30-35	2	(1.00%)	-		1	(1.30%)	-		3	(0.90%)
35-40	14	(7.30%)	-		-		-		14	(4.30%)
Above 40	175	(91.6%)	51	(100%)	75	(98.7%)	11	(100%)	312	(94.80%)
Marital status										
Never Married	2	(1%)	1	(2%)	-		-		3	(0.90%)
Married	189	(99%)	50	(98%)	76	(100%)	11	(100%)	326	(99.10%)
Religious background										
Hindu	139	(72.8%)	39	(76.5%)	53	(69.7%)	7	(63.6%)	238	(72.3%)
Muslim	15	(7.9%)	5	(9.8%)	7	(9.2%)	—		27	(8.2%)
Sikh	36	(18.8%)	7	(13.7%)	15	(19.7%)	4	(36.4%)	62	(18.8%)
Christian	1	(0.5%)	—		1	(1.3%)	—		2	(0.6%)
Caste background										
Reserved	38	(19.9%)	10	(19.6%)	15	(19.7%)	2	(18.2%)	65	(19.8%)
General	153	(80.1%)	41	(80.4%)	61	(80.3%)	9	(81.8%)	264	(80.2%)
Educational qualification										
Matriculation	30	(15.7%)	—		1	(1.3%)	—		31	(9.4%)
Senior Secondary	68	(35.6%)	20	(39.2%)	16	(21.1%)	—		104	(31.6%)
Graduation & Above	93	(48.7%)	31	(60.8%)	59	(77.6%)	11	(100%)	194	(59%)
Total	191	(100%)	51	(100%)	76	(100%)	11	(100%)	329	(100%)

Results reveal that most of the respondent's age is above 40 years and most of the respondents are married. It shows that a majority of the respondents follow the Indian standard of marriage. Further results reveal that majority of the respondents are Hindu and followed by Sikh. Hindu religion is the most dominant religion in Chandigarh followed by Sikh. Minority groups include

Buddhist, Christian, Janis and Muslims. The preponderance of the Police officials adhering to the Hindu and the Sikh religious communities may be due to their higher representation in the population of the Chandigarh. Results also indicate that most of the respondents are belong to general category while most of the respondents are graduate and post graduate.

### **NATURE OF PRESENT WORK**

Nature of work is one of the factors which influence the liking and disliking of a job by an employee in the work place. If the nature of work is not favorable then it may cause quitting the job, lack of efficiency in the employee and lack of production in the organisation. Police as law enforcer are mandated to ensure that the rule of law is implemented in letter and in spirit equally for all citizens. The work of police is to protect life and property. It undertakes investigation of crimes. Its role involves many challenges such as encounter with dreaded elements while handling crimes. These roles expose police officials to different work situations which require different physical and mental ability to deal with situations firmly and effectively (Ansell, 2000, Morash et.al, 2006). Policing has been categorized as a high stress occupation, with up to 47% of officials in self-report studies citing stress as a consequence of the job (Crank et.al, 1993; Davis 1993, Savery et.al, 1993). In this regard an attempt was made to know what was the nature of the present work of the respondents.

**Table No. II**  
**Distribution of the respondents showing association between the designation and nature of present work**

Present work	Designation								Total	
	Head Constable		ASI		Sub- Inspector		Inspector			
Challenging	81	(42.4%)	23	(45.1%)	17	(22.4%)	2	(18.2%)	123	(37.4%)
Uninteresting	51	(26.7%)	19	(37.3%)	3	(3.9%)	—		73	(22.2%)
Monotonous	2	(1%)	1	(2%)	—		—		3	(0.9%)
Demanding and stressful	54	(28.3%)	8	(15.7%)	56	(73.7%)	9	(81.8%)	127	(38.6%)
Any other	3	(1.6%)	—		—		—		3	(0.9%)
Total	191	(100%)	51	(100%)	76	(100%)	11	(100%)	329	(100%)

$\chi^2=73.964$ , df-12,  $P<.05$

Above table no. II shows that out the total, a majority of the respondents i.e. 38.6 percent found their work demanding and stressful There were 22.2 percent of the respondents reported that their job was uninteresting and only 0.9 percent respondents reported that their job was monotonous. The possible reason of uninteresting and monotonous job is that Police officials feel that they were not able to put creative ideas in the work. Lower rank officials are not allowed to take part in decision making task and policies .Data also indicates that most of the

ASIs i.e. 45.1 percent who reported that their nature of present work is challenging. This may be due to extra, long working hours and investigation of the criminal cases where they have to face life threatening situations. The value of chi square was found to be significant at .05 level of significance. Most of the respondents reported that their work is challenging which is coincide with the findings of the (Anshel, 2000 and Morash et.al, 2006) and police is a highly stressful occupation (Crank et.al, 1993; Davis 1993, Savery et.al, 1993).

### **NATURE OF PRESENT WORK AND LEVEL OF JOB SATISFACTION**

Work nature is one of the factors which may influence the liking and disliking of a job by an employee in the work place. In this regard an attempt was made to know the association between nature of present work of the respondents and level of job satisfaction.

**Table No. III**

**Distribution of the respondents showing association between nature of present work and level of job satisfaction**

Nature of present work	Level of job satisfaction						Total	
	Lowly satisfied		Moderately satisfied		Highly satisfied			
Challenging	78	(37%)	35	(41.2%)	10	(30.3%)	123	(37.4%)
Uninteresting	50	(23.7%)	15	(17.6%)	8	(24.2%)	73	(22.2%)
Monotonous	3	(1.4%)	–		–		3	(0.9%)
Demanding and stressful	79	(37.4%)	33	(38.8%)	15	(45.5%)	127	(38.6%)
Any other	1	(0.5%)	2	(2.4%)	–		3	(0.9%)
Total	211	(100%)	85	(100%)	33	(100%)	329	(100%)

$\chi^2=6.683, df=8, P>.05$

Above table no. III Shows that 37 percent respondents consider that their present work is challenging, amongst those who were lowly satisfied. Further data indicates that amongst those respondents who were moderately satisfied 41.2 percent respondents reported that their work is challenging. The reason could be police officials have to face criminals and dreaded elements which makes their job challenging. Statistically, results were not found to be significant. Further data reveal that amongst those who were highly satisfied 45.5 percent respondents reported that their work is demanding and stressful. Due to long working hours shift, work in night shifts, duties in festivals days, political pressure and demanding and stressful job.

### **RECOMMENDATIONS & CONCLUSION**

There is recommendation based on the findings of the research that to improve job satisfaction among police officials. It is revealed that majority of the employees were lowly satisfied and the nature of the work was demanding, stressful and challenging. Police officials have to working

long hours shifts, work in night shifts, duties in festivals days, political pressure and demanding and stressful job are the impediments to the favorable nature of work of the police officials. Life threatening situations which are encounter by the police officials mainly due to criminals and suicide bombers. Police officials are not well equipped with latest technology. VIP duties are also reason of stress among police officials. Police officials reported that their work is monotonous due to non-participation of the lower rank officials in the work and work related policies. Further invention which enhances recreational activities such as time of the family, government holidays especially in the festivals could be path breaking steps in the improvement of the job. Another major factor is police act whose formation was 1861 and police rules such as holidays; allowances are still based on it. Therefore police act should be reformed. Indian police system is derived from colonized era and still adopting the same work culture. Political pressure always a factor which influences the employee the most. In conclusion, it can be state that Police institution is in dire need of revival so that the traditional system of work culture changes into a new system where each employee feel satisfied with nature of work of police officials.

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#### **4. CONTEXTUALIZING THE MARGINALITY ON PUNJAB BORDER LAND: A STUDY OF RAI SIKH/MAHATAM COMMUNITY**

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##### **ABSTRACT**

*The present paper seeks to understand and explore the notion of marginality on Punjab borderland from the perspectives of the people living on Punjab border. It is an attempt to understand and analyze the ways in which social marginality and political border interact to produce a new identity of a community i.e. Rai Sikhs. Based on the ethnographic method this paper will privilege narrative of the borderlines and put them on centre stage of enquiry. Paper will also help to analyze the different development policies of the government for Border area of Punjab.*

**Key words:** Rai, Sikh, Marginality, community, identity

Scholarship on Partition of British India is very rich. And yet the existing historiography on Partition is far from exhaustive. There are several Partition affected communities which do not find adequate representation in this literature. The Rai Sikhs of Indian Punjab is one such example. Given the extent of their marginalization in Partition historiography, the Rai Sikhs are often referred to as “people without history”. They are marginal not only in terms of their representation in partition historiography but their resettlement on the Punjab border has further accentuated their marginality. The marginal communities like Rai Sikhs were resettled on the borderland in such a way that suited the national project of making of modern nation-state. Along with the creation of the physical border, the state also tried to create the social border by settling these communities on the border.

Rai Sikhs also known as Mahatams, live in the border areas of East Punjab. They are concentrated in *Bet* areas of border districts, mostly Ferozepur, Fazilka and Amritsar. Before Partition the community lived in the area stretched from the Dera Ghazi Khan to Lahore (Karachi, Montgomery, Sheikhupura and Bahawalpur, regions of Pakistan). After Partition most of them migrated from Pakistan and resettled in their present inhabited places.

Since the partition, border-belt remains neglected and shows a dismal picture of development. The newly emerged state saw itself as ‘develop mentalist’ state, in charge of promoting the development of a newly found national economy. But the borderland was nowhere in this state-centered projects of development. Those who are in charge of economic policy saw the borderland as an economically suspect zone not worthy of great investment. If any state



sponsored development did take place in the border area, it was more related too strategic worries than to concerns of the welfare of the borderland people.

Even after the seven decades of Indian Independence, the Rai Sikh community continues to bear the brunt of Partition. Before Partition they were socially marginal because of their criminal tribe status. In the post-partition phase, however border has further increased their social marginality. This is evident from the fact that borderland of Ferozepur and Fazilka districts is crisscrossed by Sutlej River which is flood prone area of Punjab. There is hardly any year when there is no flood in Sutlej. People living in the catchment area of this river have frequently suffered from flood every year. So securitized border, actual occurrence of war and war like situation accompanied by frequent floods create numerous vulnerabilities and insecurities for Rai Sikhs.

The state of affairs of the Rai Sikhs in Punjab's border areas is far from desirable in spite of the fact that they now have a representative in the highest decision-making body of the country-the parliament of India. Living on the border districts of Punjab has thus become a major bottleneck for them in terms of any possibility of any effective amelioration in their actually living conditions. This has accentuated their sense of social exclusion from the social fabric of the state of Punjab. Owing to primitive traits, distinctive culture and economic backwardness of this community, they have come to be seen as the 'other' by the host community. Such distinctiveness has earned them a host of condescendingly derogatory.

#### **ENCOUNTERING THE STATE CENTRIC FRAMEWORK OF BORDER STUDIES**

National borders are political constructs that came into existence as a result of imagined projections of territorial power (Baud and Schendle, 1997: 211). They are the lines used to divide jurisdiction of one state from another. The essence of the border is to separate the 'self' from the 'others'. As such, one of the major functions of a border is to act as a barrier, protecting the "us insiders." from the "them outsiders" (Newman, 2003: 14). This notion of border has led to the strengthening of the dominant state-centric framework which privileges the state at the cost of a host of non-state actors. Replete with the security jargons, such a framework tends to look at borders chiefly in terms of diplomatic and military battlegrounds. Until recently border studies have by far remained restricted to an analysis of the geographical, legal and political aspects of the creation and consequences of borders.

However, recent years have witnessed an unprecedented spurt in research on borderlands all over the worlds. Borderland studies are providing new insights into the 'relationship between modern nation-states and transnational linkages'(Hastings and Wilson, 1999: xiii). This new interest in borders converges with work on identity, ethnicity, citizenship and culture. While such emerging trends have brought in certain degree of sophistication in theorizing borders and borderlands, the empirical evidence on which theorists foreground their studies remain geographically very uneven. It is derived "mostly from Europe, the US-Mexico border and Africa. The world's largest and most populous continent Asia is poorly represented in borderland studies and, within it, South Asia is an almost complete blank"(Schendel, 2005: 365).Consequently, in terms of quantity of work done as well as method applied, border studies in South Asia remains a weak field.

There are various factors for underdeveloped studies of borderland in general and South Asian in particular. First and foremost factor is that the borderland studies have been deeply marked by the ‘territorialist epistemology’ of the social sciences – the tendency to study the world as a patchwork of state-defined societies, economies and cultures – and its corollary, ‘methodological territorialism’ – the tendency to analyse spatial forms as self-enclosed geographical units (Schendle, 2005: 9). In the social sciences, it has long been customary to imagine the world as divided into distinct societies, cultures and economies and to think of these as fixed to specific territories. Modern state employs a strategy of territoriality, a spatial strategy to ‘affect, influence or control resources and people by controlling area. Social scientist took state territories as a pre-constituted, naturalized or unchanging scale of analysis. In this way, ‘their social imagination was stifled by ‘iron grip of the nation state’(Ibid:5). This approach predisposes students of international borderlands to treat these not as units in their own right, but primarily as the margins of states, societies, economies and cultures. The state territory is the implicit centre of gravity, the point of reference and borderlands are seen in their relationship to that territory. It is for this reason, we know much more about how states deal with borderlands than how borderlands deal with states.

State-centred bias that is as strong among social scientists active in this region South Asia as anywhere else. In the context of South Asia, it is the partition of British India which created the states and legitimated the new borders. Forging of international borders between the two new countries has been a core theme in Partition studies, while borders themselves remain largely invisible in these accounts. Social scientists, who take up the story from 1947, have treated the border as an unproblematic given, a faith accompli, the outer skin of new nations and the margin of new states. Border has always been looked at through the lens of partition. But the borderland experience of partition was immediate and acute and therefore differed from the experience of partition on other parts of South Asia. Borderland is where partition actually happened—and as many borderlines would assert, continues to happen. Social scientists have shown little interests in listening to the voices from the borderland. They have routinely marginalized the borderland and privileged political, economic and cultural processes emanating from centers of state power. South Asian borders began to be written about by those who were constructing them (Banerjee, 2010) and had a stake in keeping the borders immobile and rigid. The dominant interpretations of border under this influence have paid much attention to the politics of border making; and largely neglected the border itself. State and those who have written on state formation view the borders as static lines, non negotiable and unchangeable.

Actually borders are colonial constructs that have been appropriated by the present state system in South Asia. The post partition states of South Asia are the principle architects of nation-building, strengthening their nations by constantly reproducing the territorial borders and giving these the appearance of being sacred, beyond question and natural. This is also the reason for underdeveloped study of borderland in South Asia. The state elites of the region have displayed a pervasive concern with sovereignty, security and territorial control. They have kept the borderland fairly inaccessible and this also has dissuaded academics from studying it (Schendle, 2005: 12, Banerjee, 2010: xxxiii). Much historical and contemporary information that would be

freely available to students of borderlands elsewhere in the world is treated as highly confidential and restricted by India, Pakistan. The strategies of territoriality employed by these state are remarkable for relying on measures of blocking information that are becoming rare in today's world. We are still unable to get out of the mindset that we inherited from him, so much so that even today many South Asian states continue to deny their own citizens access to maps of border regions, even outdated ones. This has led to a situation where numerous questions regarding the everyday lived experiences of the borderlines remain unanswered.

The study of borderland cultures and communities is necessary in order to shift the focus from state-centric framework to the people living in the borderland. Study from this perspective on Punjab borderland will be more important because it has traditionally been viewed as a model or the prime case in partition historiography and yet it has been completely neglected from the borderland studies. Strong emphasis on 'high politics' in the context of partition studies on Punjab actually glosses over the border as a lived reality. All this has resulted in complete lack of understanding about the complexities of the socio-economic and political life of the people living on Punjab borderland.

#### **SECURITIZING THE PUNJAB BORDER**

Punjab state shares approximately 553 km of international borders with Pakistan and this is one of the highly securitized borders in the South Asia. Since the 1947, the newly created states of India and Pakistan are busy affirming the bundling of territoriality to state sovereignty because they perceive it as an essential element in establishing themselves as sovereign modern states. State discourse has marked these borders rigid because borders become the markers of sovereignty- an essential characteristic for modern state formation. States have historically tried to make borders rigid for the purpose of security. National security has necessitated that borders become markers of control. Border security translated into militarization of borders. For that purpose borderland are increasingly being policed, patrolled, fenced and land minded. No wonder those living on the border are perpetually threatened, controlled, cajoled and coerced. Even the border disputes became an excuse for the national security lobby to militarize the entire region so that the area could become manageable. Border become a useful symbolic resource for states to routinely legitimized their actions by invoking the language of national security and threats to territorial integrity. Superstructure of security that tries to control and harness the border leads to circles of insecurities that increase the vulnerabilities of the already vulnerable communities in the border. Particular in times of war and disputes people living on the borders are caught up in this unpleasant saga. They often treated as pawns in the tussle over control by India and Pakistan. The security perspective marginalizes the perspective of borderlanders and makes them too vulnerable of everyday violence. Owing to the national security, even the development works which has been carried out in the border area also reflect the imagination of the security pundits and actual concerns and issues of the borderlines has been ignored. So the security discourse has ignored the kind of insecurities created by securitizing the border.

553 km India-Pakistan border in Punjab begins from village Bamial in the North in Gurdaspur district and ends at the Mohar Jasmer village in Ferozepur district. Also known as Radcliff Line

the boundary is marked by stones, bars, trenches and is crisscrossed by two rivers Ravi and Sutlej. The total area under the border-belt is about nine thousand kilometres, which is about one sixth of the total area of Punjab. This border is one of the highly guarded borders in the world, with sometimes an undesirable level of man-machine interface (Sekhon, 2011: 11). BSF is presently manning 609, Border Out Posts (BOP) on Indo-Pakistan border. Among them 179 BOP are on Punjab Border. It was earlier guarded by the Punjab Armed Police (PAP) before it was replaced by the Border Security Force (BSF) on December 1, 1965 (Bakshi, 2008: 144). The border with Pakistan was fenced with barbed wire due to terrorist violence in Punjab; the process of fencing the border began in June 1987 and was completed in most of the area in 1991. This fencing stretches at a distance of five hundred yards to two and half kilometres from the zero-line. The border is manned by Border Security Forces (BSF) in peace times and the Indian Army during wars and war-like situation on the border.

The partition of the country, and after that strained relations between the two countries, wars and war like situation on the border have adversely affected the lives of the people living on border and kept them economically and socially backward. Since the partition, border-belt remains neglected and shows a dismal picture of development. The newly emerged state saw itself as 'developmentalist' state, in charge of promoting the development of a newly found national economy. But the borderland was nowhere in this state-centred projects of development. Those who are in charge of economic policy saw the borderland as an economically suspect zone not worthy of great investment. Industrial and agricultural development initiatives tended to bypass the border area, and the 'development raj' had little time for the specific economic problems of the borderland. If any statesponsored development did take place in the border area was more related too strategic worries than to concerns over the welfare of the borderland population. The successive governments both at the centre and state levels have been only concerned with the security of the border. The development of the area was their last priority. The border-belt remained neglected on all counts as various studies and reports show a very low level of human development index (Sekhon, 2011:1). The denial of minimum basic needs by the successive state and central governments, the absence of educational, health, employment opportunities, the hostile conditions and aggressive behaviour of the security forces have jointly made the lives of the border-belt farmers miserable. Farmers who have land beyond fencing and people living on border bear the consequences of the mounting vigil of our own security forces. During wars and war like situation, mines were laid in the fields of the farmers and they were forbidden to go to their fields. They are deprived from their only means of livelihood.

In addition to this, the floods in Ravi and Sutlej rivers, which crisscross the border villages, have also brought untold miseries to the people and forced them to migrate from their homes from time to time. It must be mentioned here that a large number of villages of district Ferozepur and Fazilka are located across Sutlej. There is hardly any year when there are no floods either in Sutlej. The people living in the catchment areas of these rivers have frequently suffered and migrated from their respective villages because of the floods in the rivers.

All these factors not only adversely affected their livesbut also created an atmosphere of insecurity and uncertainty for their survival. Border regions become site of abject poverty, social

imbalance, crimes and political directed violence. The absence of any alternative source of livelihood sometimes pushes them into illegal and anti-national activities on the border. Insecure people are always prone to the unlawful activities. These types of insecurities make borderlanders vulnerable to violence; disease, crimes and other unlawful activities. They become easy prey to harmful elements. Border produces the insecurities and consequently criminal behaviours. The tragedy of the people living on the borders is far greater because of the number of insecurities that permeates their existence. In this context the following parts of the paper highlight the experiences of Rai Sikh community living on Punjab borderland.

#### **BRIEF HISTORY OF RAI SIKH (MAHATAM) COMMUNITY**

Rai Sikhs, also known as Mahatams, live in the border areas of East Punjab. They are concentrated in *Beti* areas of border districts, mostly Ferozepur, Fazilka and Amritsar. Other than border area, they are also living in some pockets of Ludhiana, Jalandhar and Kapurthala districts. Before Partition the community lived in the area stretched from the Dera Ghazi Khan to Lahore (Karachi, Montgomery, Sheikhupura and Bahawalpur, regions of Pakistan). After Partition most of them migrated from Pakistan (though a few of their villages existed here even before the Partition) to settle in their present inhabited places (Singh, 1998:2922-23). According to their own estimate, their total population in Punjab is around 20 lakhs. Of them around 8 lakh are living in the border districts of Ferozepur and Fazilka<sup>ii</sup> (Newly carved district out of Ferozepur in 2011). In the Ferozepur and Fazilka district, this community cultivates on agriculture land around 100 km belt running between Ferozepur, Guruharsahai, Jalalabad and Fazilka. The main occupation of a large number of them is agricultural and non-agricultural labour.

The community members trace their origins to the days when they were called *Mahatam*. The term Mahatam has been assigned two meanings. According to one, it has been derived from the word *matam* which means 'grief caused by death. In the second meaning it is *mahauttam* which means 'best person' (Singh, 1998: 2922). In much of the available record, they are depicted as vagabonds and hunting tribe (Ibbetson, 1916, 203, Rose, 1919, Singh, 1961, District Gazzetteer, Lahore, Montgomery, Ferozepur). They are of vagrant habits, wandering from place to place for the sake of food, living in make-shift shelter and making utensils (*chhabias*) from river shrubs. Their traditional occupations were mainly petty crimes, illicit distilling, hunting and eating wild pig and fowling (NCBC, 2000: 105). In terms of their location in the caste hierarchy, they were very low to the extent that they were almost treated as outcastes. They used to lead a secluded existence on river banks and jungles away from main settlements. Later, they adopted the occupation of rope making, sirki-making (Mats) from raw material of *sarr* (reed or wild grass). As makers of ropes, the Mahatam came to be known as Rassiwat or Rassibat, and as a dweller in *Sirkisorwattled* screens, they were called '*Sirkiband*' (Rose, 1919: 50) a name which is still popularly used.

Lack of means of earning and abject poverty forced them to take to criminal activities which supposedly later became a tradition and a part of their heritage (NCBC, 2000: 105). They were branded as the 'criminal' tribes during the Colonial period and restrictions on their movements were also imposed.<sup>iii</sup> Adult male members were forced to give roll calls at least twice a day at the



designated police post in each village (Bareta, 2008: 103, Annual Magazine, 2009: 11, Singh, 2010). Owing to their 'criminal' status, the community was deprived of land allotment in the canal colonies. Land in canal colonies was allotted to only those who were recognised as 'Agricultural tribes' by the colonial government (Bareta, 2008: 21). The community was also banished from recruitment in the army.

In 1931, Mahatam was also included in the list of Depressed Classes in the erstwhile Punjab on the basis of social, educational and economic backwardness arising out of the custom of untouchability. Depressed Classes later came to be known as Scheduled Castes in 1936 and 'Mahatam' was declared as Schedule Caste in Punjab under the Government of India (Schedule Caste) order 1936 (NCBC, 2008: 105). This tribe later embraced Sikhism to overcome all the pervasive social disabilities. In order to reduce the impact of the untouchability, the name of the tribe was changed from Mahatams to Rai Sikhs on 18-11-1942 (Punjab Government Notification, 1942). Over the years, the Mahatam community has got divided into three groups – Mahatam, Rai Sikhs and Sirkiband. In other words, they are different sections of one community. Those who were Hindus remained Mahatams, the Sikh converts became Rai Sikhs, and those who specialized in the profession of making Sirkies and settled in urban centers came to be known as Sirkiband (Bhatti and Singh, 2001; 21).

The Schedule Castes list was redrawn under the Constitution (Schedule Caste) Order, 1950. The caste named 'Mahatam' disappeared under the revised order. It was so because the category of 'Mahatams' was not mentioned at that time due to change of its name from Mahatam to Rai in 1942. But the Sirkibands were accorded the status of Schedule Caste in Punjab. Further, the Kaka Kalelkar Commission recognized Rai Sikh as 'Most Backward Class' in 1953-54. Since then the Rai Sikhs have continued to struggle for getting the status of Scheduled Tribes in Punjab. The Constitution (SC) Order (Amendment) Act 2007 observed that Rai Sikhs have been traditionally known as Mahatams, and that on the basis of their lower status (in the past record) and socio-economic backwardness; the community must be recognized as Schedule Caste of Punjab. Following this observation, the Rai Sikhs came to be formally registered as Scheduled Caste in Punjab under the Constitution (Schedule Caste) Order (Amendment) Act 2007 (GOI, 2007).

#### **RAI SIKHS ON PUNJAB BORDERLAND**

As it is already mentioned that an overwhelming majority of Rai Sikh community living on the border area of Punjab. In 1960s Rai Sikhs were allotted land on Punjab border. Taking note of their great sense of patriotism and their track record of being arch rivals of Muslims who will never play into their (enemy's) hands, the Government of Punjab resettled them along international border in districts of Ferozepur, Amritsar and Gurdaspur (Bareta, 2008: 35). It was hoped and anticipated that they would act as a 'barbed-wire' (Dhall, 2000: 95) on the Indo-Pak border. Rai Sikh considered as a martial community. It is also said that Partap Singh Kairon, then Chief Minister of Punjab has too much faith on Mahatams patriotism and for that reason he suggested to then Prime Minister, Jawharlal Nehru to settle them on Jammu-Kashmir border so



that Pakistani could not dare to infiltrate into India (Bareta, 2008: 36). They are the people who always stand with the army personnel during the war times

The economy of the Rai Sikhs is linked to the land. At present, they subsist on cultivation of land and agricultural labour. The landed property, which was transferred to the community, was shown as the evacuee or custodian property in the documents. Originally, the state government had allotted this land to the community for reclamation. Over the years, they have been engaged in struggles over land ownership right. In the 1970s, this community participated in the struggle launched by the communist parties to gain ownership rights. After that, some laws were passed, and land was gradually transferred to this community. This explains the prevalence of a strong sense of attachment of the community with the land. Although they live as free, self-channelled and fearless life but their border love creates number of vulnerabilities for them. They become the victims of border security and lives in very poor economic condition. The following part of the paper explain that how the border impacted their socio-economic life.

Being a border community they were the worst victims of 1965, 1971 and 1999 Indo-Pak war. Insecurity makes their activities a gamble in such environment and gambling inevitably produces the gambles habits. The literacy of the Rai Sikhs is the lowest of all the castes due to abject and squalid poverty. Living in poor conditions they are easily prone into criminal activities. For them survival become the biggest issue which force them to indulge in to petty crimes such as theft, smuggling, distilled liquor. Police and local people from other communities perceive them as criminal who indulged in petty crimes and distilled liquor and other illegal activities. Local community develop the sense of Rai Sikh border what is called *Rawraboder* (Border belongs to Rai Sikhs). The activities of the Rai Sikh community are, treated as border activities. Their culture, language, living standard, economy is shaped by the border. In the local level borderland become synonymous with Rai Sikh community.

People of other communities never faith on them because they thing they are deceitful people. There is common saying in the area about Rai Sikhs, *Faith on Rai Sikhs is equal to urinate on sand*. This is because insecure environment produced by the border security for them. During the war and war like situation they face the acute economic problems like indebtedness which forced them to either mortgage or sell their land. Earlier, a large number of them owned land, but now the number has decreased. In such a situation they are unable to return whatever they take from others. That is why people from other communities not believe on them. The social status of the caste is very low and people of other caste/community treat them as untouchables. How their historical disadvantages on one hand and being a borderland community on the other shape their identity as criminal, backward. For this reason people of the other community stigmatised them as particular 'others'. It is the border that produces criminal behaviours and shapes their identity as criminal, backwards. Still large number of people of these communities involve into criminal activities particularly during the war like situation and floods time.

The international code of conduct of border patrol ensure that even if a person is found to have crossed an international border, he/she should be detained or returned to the proper authorities of his/her home country, and in no way be violently dealt with. But there are number of cases when BSF killed than detained the person when they tried to cross the border. When such kind of

action was exposed they held responsible under international code of conduct of border patrol. In order to show that they don't violate any code they used the people of Rai Sikh community and claimed that the person who was killed while crossing the border had relations with some persons of the community and they jointly carried the smuggling across the border. In this way they save themselves from Human right abuses and international code of conduct.

They are also vulnerable to contaminated disease. They curse the highly polluted Sutlej, which flows in a zig-zag manner along the Indo-Pak border, contaminating all sources of drinking water in the surroundings. People from all walks of life in the border belt are victims of the polluted Sutlej. The effluents in the river have poisoned the groundwater and are causing multiple ailments. Many numbers of villagers were suffering from similar ailments of bones, joints, teeth, skin and eyes. They blamed the water of Sutlej that carries sewage of Ludhiana, Jalandhar, Kapurthala, Ferozepur, Muktsar and industrial wastes from tanneries of Jalandhar. With the passage of time, villagers say, the groundwater has become contaminated and made their life a living hell.

Curiously enough, even after more than six decades of Indian Independence, the Rai Sikh community continues to bear the brunt of Partition. The state of affairs of the *Rai Sikhs* in Punjab's border areas is far from desirable in spite of the fact that they now have a representative in the highest decision-making body of the country – the Parliament of India. Living on the border districts of Punjab has thus become a major bottleneck for them in terms of any possibility of any effective amelioration in their actually living conditions. This has accentuated their sense of social exclusion from the social fabric of the state of Punjab. Owing to primitive traits, distinctive culture, geographical isolation and economic backwardness of this community, they have come to be seen as the 'Other' by the host community. Such distinctiveness has earned them a host of condescendingly derogatory titles as *Gulabe*, *Bhauu*, and *Bhallu*.

#### **STORY OF THE VILLAGE MOHAR JAMSHER**

Mohar Jamsheer, overwhelmingly inhabited by Rai Sikhs is the last village in Punjab on Indo-Pakistan border. The distance of district headquarter (Fazilka) from the village is thirteen kilometres. It is very close to Suleiman Dam (Pakistan) on the Satluj. This river enters into Pakistan from this village. This village is located across the Satluj and is surrounded by Pakistan from three sides while the Sutlej flows on the fourth. The connectivity to the village is through a pontoon bridge which is under the control of the BSF. The distance of the village from the pontoon bridge is about two kilometres. The bridge is removed by BSF every year during the monsoon in anticipation of floods. After the removal of the pontoon bridge the villagers used to depend on a big boat for transportation. There is no road connectivity to the village and no vehicle is allowed to move beyond the pontoon bridge. The miseries of the villagers do not end here each time they enter or leave their village they have to seek permission from the BSF. At the entrance gate near pontoon bridge, the BSF registers the entry of each person going to and coming from the village. Outsiders can enter the village only after getting special permission from the BSF officials. Nobody is allowed to enter the village after sunset. The residents and

visitors are thoroughly searched at the gate on both sides. People of the village say that 'We have no honor, in our own country, we are treated as foreigners.'<sup>iv</sup>

## **CONCLUSIONS**

Punjab border is not an ordinary kind of border. It is a post-Partition border because it carries the huge legacy of Partition. The story of Punjab border always incorporated in Partition study. That is why major concerns and issues of Punjab borderland communities remain unexplored. High-politics dominant discourse or security discourse on Punjab actually glosses over the border as a lived reality. In sharp contrast to 'high-politics'-dominant Partition discourse, which looks at border as a significant marker of national identity, the present study has explored the question of 'community identity' and community vulnerabilities on East Punjab borderlanders. The 'marginal community like Rai Sikhs were resettled on the borderland in such a way that suited the national project of making of modern nation-state. Along with the creation of the physical border, the state also tried to create the social border by settling these communities on the border. This settlement not only shapes the different identity but also create numerous vulnerabilities for the community. This is a major issue which remains unexplored in Partition historiography of Punjab. In other words, the politics behind their resettlement in post-Partition East Punjab borderland is yet to be explored in a systematic and comprehensive manner.

This context also shows that borders are also site of social discrimination. Although everyone living in border area get impacted by its downside but border are also become marker for different treatment of different social classes. The case of Rai Sikh community strongly proves the point. The community render in socio-economic backwardness due to border which shape their identity stereotypically as 'criminal' and 'backward'. So the problems of the borderlanders are unique. We cannot address their grievances by similar development which carried out in the non-border area. In order to redress their grievances the development work carried out on the border area should also be unique which takes into account their local culture and traditions. Only can their actual concerns and issue will be addressed. What is needed is the development of human resources on the border by investing in field like education, health etc. Some special project for development should be implemented which directly target the people living on border area. Along with this the problems of borderlines will be addressed only when study on the border also become democratic.

Following the above given background we can say that it is not the border area of Punjab is underdeveloped but the study on Punjab borderland is also the underdeveloped. There is need of the hour to make the border study more democratic where border should be studies from the perspectives of the borderlines. Only then, the problems of borderlanders will be addressed adequately. Punjab border provides a laboratory like situation to social scientists of border studies, because here a major and intensely contested experiment in twentieth-century border making took place. Borders are the site where we can judge the democratic credentials of the particular state. We can also study it from culture and community perspective. So there is need to multidimensional approach which can adequately counter static or security discourse on the borderland study.

<sup>1</sup>Low Lying land along river

<sup>2</sup>Rai Sikh's Annual Magazine (2009), p. 9, Anmol Printing, Fazilka. There are variations about exact number of their population. One report published in *The Tribune* inform that 'about 20 lakh members of this community are spread in the entire 553 km Indo-Pak border spread in Gurdaspur, Amritsar and Ferozepur districts of Punjab. VarinderWalia (2013), 'They don't Flee even during war', *The Tribune* (Chandigarh), 8 January, p. 4. Another report informed that 'Rai Sikh population is estimated at 8.5 lakh in Punjab as per Census, 2011.' Achit Watts (2013), 'Reserved Assembly seats may soon rise 37', *The Tribune*, 16 June, p. 4.

<sup>3</sup>The Criminal Tribes Act applies to various successive pieces of legislation enforced in India during British rule. First enacted in 1871, the act was extended to Bengal Presidency and other areas in 1876, and finally with the Criminal Tribes Act 1911, it was extended to Madras Presidency as well. The Act went through several amendments in the next decade and finally the Criminal Tribes Act (1924) incorporated all of them. Government record shows that Mahatam was declared Criminal Tribe under the Criminal Tribes Act 1918. See, Andrew J. Major (1999), 'State and Criminal Tribes in Colonial Punjab: Surveillance, Control and Reclamation of the 'Dangerous Classes'', *Modern Asian Studies*, Vol. 33, No. 3, p. 682.

<sup>4</sup>Interview with the residents of village Mohar Jamsher

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## 5. ROLE OF SIKH GURUS IN THE EMANCIPATION OF WOMEN A COMPARATIVE STUDY BASED ON SELECTED WRITERS

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### Abstract

*This research paper is an attempt to highlight the role of Sikh Gurus particularly, Guru Nanak, Guru Angad and Guru Amardas, in the emancipation of women. This paper is in the form of comparative study. For this purpose, this paper has consulted the historical writings of Ganda Singh, Harbans Singh and W.H.McLeod. However, these historians were contemporary to each other, but they had their different perspective about Sikh history, particularly in the case of McLeod. McLeod rigorously followed a sceptive approach in his analysis of Sikh history and religion. An attempt has been made to study the hypothesis and assumptions of McLeod, in the light of factual truth based on original sources and works of 'doyen of Sikh studies' Ganda Singh and Harbans Singh. The object of the paper is also to remove the misconceptions created by McLeod about Sikh Gurus role in the emancipation of women. For the critical analysis of the writings of above mentioned historians, some primary sources like Sri Guru Granth Sahib, Vars of Bhai Gurdas, (He was contemporary of five Sikh Gurus, from Guru Angad Dev to Guru Hagobind and was very closely associated with four of them from the third to the sixth Guru) have been consulted.*

**Key words:** *Guru, sikh, history, veda, religion*

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### Introduction:

It is often believed that the position and status of women in a particular society is one of the primary criteria to judge its culture and greatness. Hari Ram Gupta rightly observed that women are generally repository of culture.<sup>1</sup> But with the changing of time, the position of women has also changed. In the early Vedic period, women used to enjoy equal rights with men, and both men and women took part in all religious and social ceremonies. For instance, we learn from the hymns of the *Regveda* that during that period women used to take part in religious or sacrificial rituals with men,<sup>2</sup> attended the festivals,<sup>3</sup> and in one of its hymns *Regveda* praised the women and considered their status higher than that of the men as:<sup>4</sup>

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<sup>1</sup> Hari Ram Gupta, *History of the Sikhs*, Vol. 1, Munshiram Manoharlal Publishers, New Delhi, 2008, p. 27.

<sup>2</sup> *Rgveda Book 1, Hymn LXXXIII* in RaplhT. H. Griffith (tr.) *Hymns of the Rgveda*, Vol. 1, Munshiram Manoharlal Publisher, Delhi, 1987, p. 114.



“Yea, many a woman is more firm and better than the man who turns away from Gods, and offers not.”

But as the time passed, severe restrictions had been imposed on the liberty of women. Even *ManavaDharmashastra*, usually known as the *Manu Smriti* (2<sup>nd</sup>-3<sup>rd</sup> centuries CE) written by Manu regarded women as slave, when he wrote that “in childhood a female must be subject to her father, in youth to her husband but when her husband is dead to her sons; a women must never be independent”.<sup>5</sup> Prof. Indra rightly proposed that it appears like that the deterioration of the status of women did not begin from any particular period. The traces of such degeneration can be found in all ages of Indian history, though in later period, degradation was much more marked.<sup>6</sup> In Medieval period, the situation of women deteriorated due to the prevalence of many social evils like *pardah*, child marriage, *sati* and among all these the practice of *sati* was most inhuman. According to K.M. Ashraf, “The act of burning of a Hindu wife under certain conditions after the death of her husband was called *suttee*”.<sup>7</sup> Alberuni, who came to India in 11<sup>th</sup> century and drank deep at the fountain of Indian philosophy also noticed the custom of becoming *sati* by a woman. He also wrote that if a woman loses her husband by death, she cannot marry another man. She has only to choose options between two things-- either to remain widow as long as she lives or to burn herself, but the women considered the later choice preferable because as a widow she was ill-treated as long as she lived.<sup>8</sup> Ibn Batuta, a Medieval Moraccantraveller and scholar, who came to India during the time of Muhammad Bin Tughlaq (1320-1351), noticed the ghastly scenes of *sati* in Pakpatan on his arrival in Punjab.<sup>9</sup> AbulFazal (1551-1602) also stated that if a woman due to wickedness and love of life, wanted to refrain from becoming *sati*, her husband’s relatives lighted the flame, whether she was willing or unwilling. He also stated that they regarded this practice as ‘preserving their honour and reputation’.<sup>10</sup>

The term *pardah* means a curtain or something to screen off; popularly, it applies to the ‘veil’; when applied to a woman, the term signifies her seclusion in a separate building or in a segregated apartment or part of the building, otherwise called the ‘*Haram*’.<sup>11</sup> *Pardah* was not known to Hindu India, but there was segregation of sexes varying from community to community wrote M. Habib.<sup>12</sup> But according to A. Rashid, it is difficult to believe that the

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<sup>3</sup> *Rgveda Book IV, Hymn LVII*, ibid., p. 494.

<sup>4</sup> *Rgveda Book V, Hymn LXI*, ibid., pp. 567-568.

<sup>5</sup> G.Buhler ( tr.), *The Laws of Manu*, MotilalBanarsidas, Delhi, Reprint 1964, p. 195.

<sup>6</sup> Indra, *The Status of Women in Ancient India*, MotilalBanarsidas, Banaras, Revised Edition, 1955, p. 8.

<sup>7</sup> K.M. Ashraf, *Life and Conditions of the People of Hindustan*, MunshiramManoharlal, New Delhi, Second Edition, 1970, p. 186.

<sup>8</sup> Edward C. Sachau (ed.), *Alberuni’s India*, Vol. I & II, Indialog Publications, New Delhi, 2003, p. 444.

<sup>9</sup> Ibn Batuta, *Travels in Asia and Africa*, H. A. R. Gibb ( tr.), Low Price Publications, New Delhi, Reprint 2007, p. 191.

<sup>10</sup> AbulFazl, *The Akbar Nama*, H.Beveridge ( tr.), Volume III, Rare Books, Delhi, First Indian Reprint 1973, pp. 594-595.

<sup>11</sup> K. M. Ashraf, *Life and Conditions of the People of Hindustan*, MunshiramManoharlal, New Delhi, Second Edition, 1970, p. 171.

<sup>12</sup> Mohammad Habib, *Indian Culture and Social life at The Time of Turkish Invasion*, The Aligarh Historical Research Institute, Aligarh, n.d., pp. 101-102.

institution of *pardah* was unknown before the Muslims came to India and some form of veil was prevalent among the Hindu women.<sup>13</sup> Nonetheless, the elaborate and institutionalized form of *pardah* with its elaborate code of rules came into existence almost from the beginning of the Muslim rules in India.<sup>14</sup> *Pardah* and *sati* were one of the many social evil customs related to women which restricted not only their self-determination, but in fact led to the socio-cultural and intellectual stagnation of women. By this way, the position of women in Indian society before the times of the Sikh Guru was very demeaning and derogatory.

While writing about the reforms of Guru Nanak in the society, Ganda Singh stated that to raise the social status of women was Guru Nanak another reform. Ganda Singh proposed that Guru Nanak felt women have been suffering lot and stood up for their defence. By quoting Guru Nanak's hymn in *Asa Di Var* through which Guru Nanak advocated women's equality with men, Ganda Singh stated that woman gained a dignity and respect and she was placed on terms of equality with men. Ganda Singh regarded Guru Nanak's this reform 'as an unprecedented improvement' in relation existing between the sexes in India. Consequently, this reform brought about a wonderful change for women's betterment.<sup>15</sup> Like Ganda Singh, Harbans Singh had used the same source i.e. *Asa Di Var* and holds opinion with him, when he stated that Guru Nanak was acutely conscious of the position of inferiority assigned to women. Guru Nanak had many bold and sympathetic words to say for women. Harbans Singh agreed with Ganda Singh that among Guru Nanak's followers women were given full equality with men.<sup>16</sup> Even Bhai Gurdas in his 5th Var, Pauri 16 defined woman as "half man's body and assists to the door of deliverance".<sup>17</sup> On the other hand, McLeod suggested that Guru Nanak's *Salok* in favors to uphold complete equality for women with men carry us well beyond the conventional view of his time. Significantly, McLeod rightly observed because of, we are told that Samkaradeva did not grant women the right to join his order. Even, he not allowed women to participate in the religious gatherings of men. It is said that Samkaradeva had made it a rule not to accept as his discipline a king, a Brahman, or a woman. In the system of Samkaradeva, there were only monks for *kevaliya* but no nuns.<sup>18</sup> Tulsidas, the celebrated author of *RamacharitManas*, dubbed women as worthy of warning and thus decried her.<sup>19</sup> The *Naths* also known as the *Jogis* were considered a woman as 'a whip to man's carnal desire' and recommended their abstinence and renunciation.<sup>20</sup>

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<sup>13</sup> A. Rashid, *Society and Culture in Medieval India (1206-1556 A.D.)*, Calcutta, 1969, p. 142.

<sup>14</sup> K. M. Ashraf, *Life and Conditions of the People of Hindustan*, p. 173. See also K. M. Panikkar, "The Middle Period" in Tara Ali Baig (ed.), *Women of India*, Delhi, 1958, p. 9.

<sup>15</sup> Ganda Singh, *Guru Nanak His Life and Teachings*, Singapore Sikh Missionary Tract Society, Singapore, 1940, pp. 45-46.

<sup>16</sup> Harbans Singh, *Guru Nanak and Origins Of The Sikh Faith*, Asia Publishing House, Bombay, 1969, p. 210.

<sup>17</sup> Jodh Singh, *Varan Bhai Gurdas Text, Transliteration and Translation*, Vol. 1, Vision and Venture Publishers, Patiala & New Delhi, 1998, p. 156

<sup>18</sup> H. V. Sreenivasa Murthy, *Vaishnavism of Samkradeva and Ramanuja*, Motilal Banarsidas, Delhi, First Edition 1973, p. 201.

<sup>19</sup> Surinder Singh Kohli, *Real Sikhism*, Harman Publishing House, New Delhi, 1994, p. 211

<sup>20</sup> G. S. Sidhu, *Sikh Religion and Women*, First Edition 2006, p. 54

But on the other hand, McLeod believed that the Guru Nanak conferred equal opportunity on both men and women but it was equal opportunity of access to 'spiritual liberation'. He considered, Guru Nanak's views concerning the equality of liberation for both men and women as 'his radical beliefs'. He argued that this equality 'certainly marked a considerable step forward' but not accepted that through this deed Guru Nanak wants to 'reordering of society.' McLeod further wrote that Sikh Gurus gave equality to women not in the sense that woman might do everything that might be open to men.<sup>21</sup> But Ganda Singh and Harbans Singh agreed on the point that Guru Nanak gave full equality to women with men. Ganda Singh in one of his article '*Religion, Language and Emotional Integration-Sikhism*', wrote that *langar* or the common kitchen introduced by Guru Nanak. Food in the *langar* was cooked and served by men and women belonging to all classes and professions. Ganda Singh also argued that Guru Nanak gave women the fullest responsibility in all matters including spiritual and social and also regarded women in every way equal in the sight of God.<sup>22</sup> Even, Hari Ram Gupta proposed that women's received great consideration from Guru Nanak and they were allowed to attend his sermons along men. Further, he also wrote that women's were also joined in the chorus in singing hymns. For the maintenance of *langar* men brought provisions and fuel wood, while women cooked food for the *langar*. By this way, men and women served meals to the *Pangat*.<sup>23</sup> Thus it can be right to say that Gurus gave women equality not only for spiritual liberation as wrote McLeod but women were treated at par with men and provided with all kind of equal opportunity. Janet Lant rightly observed that each of the Supreme Being Guru under authority of God gave women equal status and women's gained social and religious freedom in a time when the existing religions and society considered women to be property.<sup>24</sup>

Both the Sikh historians Ganda Singh and Harbans Singh agreed on the point that *langar* institution was nurtured and strengthened by Guru Angad and his wife, Mata Khivi, who supplied delicious food in *langar* to every visitor irrespective of any caste at *Khadur*. Harbans Singh also accepted that Guru Angad's wife looked after the *langar* institution.<sup>25</sup> McLeod also hold opinion with Ganda Singh and Harbans Singh that during Guru Angad's period, food was distributed freely to peoples of all castes. But it seems he does not accept the historical fact that Mata Khivi assisted in the *langar*. He termed it as 'tradition'.<sup>26</sup> Moreover, Balwand and Satta, the rebeck-players of Guru Angad had composed *Ramkali Ki Var* incorporated in Guru Granth Sahib, which gives a reference about Guru Angad's *langar* institution and Mata Khivi who used to look after all the details of *langar* personally and served to every person the food who came to see Guru Angad. They wrote:<sup>27</sup> Says Balwand, "Guru Angad's consort, Khivi, is a good wife, who

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<sup>21</sup> Hew McLeod, *Sikhism*, Penguin Books, London, 1997, pp. 242-244

<sup>22</sup> Ganda Singh, "Guru Nanak's Impact on History" in Ganda Singh (ed.), *Sources on the Life & Teachings of Guru Nanak*, The Panjab Past and Present, Vol.III, 1969, p. 414

<sup>23</sup> Hari Ram Gupta, *History of the Sikhs*, p. 91

<sup>24</sup> G.S. Sidhu, *Sikh Religion and Women*, First Edition 2006, p. 62

<sup>25</sup> Harbans Singh, *The Heritage of the Sikhs*, p. 30

<sup>26</sup> Hew McLeod, *Sikhism*, p. 17.

<sup>27</sup> *Ramkali Ki Var*, *Guru Granth Sahib*, Ang 967.

gives dense leafy shade of solace to all. She distributes the Guru's wealth in his kitchen, Nector-sweet Rice- pudding mixed with clarified butter.

Guru Nanak was also a strong advocate of the cause of women whom the society had reduced to a state of subjection. Guru Nanak awakened the masses that women are in no way inferior to men.<sup>28</sup> But it was Guru Amardas, who opposed *sati* and *pardah* practices and awakened his followers not to follow them. Ganda Singh considered that Guru Amardas was 'a great social reformer' because the Guru stood for the emancipation of women.<sup>29</sup> He stated that the social emancipation of women envisaged by Guru Amardas was an important item on his programme.<sup>30</sup> In his opinion, Guru Amardas opposed the practice of *pardah* and led a vigorous campaign against *sati*.<sup>31</sup> Along with Teja Singh, Ganda Singh proposed that the prohibition of *sati* by Guru Amardas may be understood from the humane point of view.<sup>32</sup> Similar views are also portrayed by Harbans Singh, who holds opinion with Ganda Singh that the removal of social disadvantages to which women had been subjected was one of Guru Amardas' urgent concerns. He further wrote that Guru Amardas gave special attention to the amelioration of the position of women, and gave women responsibility of supervising the communities of disciples in certain sectors. The customs of *pardah* and *sati* were discouraged by Guru Amardas.<sup>33</sup> We have also the authority of third Master's i.e. Guru Amardas's own hymn in which according to Kartar Singh Duggal, Guru Amardas condemning the immoral practice of *sati* in the manner of a highly competent lawyer.<sup>34</sup> This is what Guru Amardas says as follows:<sup>35</sup> They are not call *satis*, who burn themselves with their husband's corpses. Nanak, they are known as *satis*, which die with the sheer shock of separation. They are too known as *satis*, who abide in modesty and contentment, Who wait upon their lord, and rising in the morning ever remember Him. The wives burn themselves in the fire with their husbands, if they heartily love Their Spouse, then they suffer great bodily and mental pang ever otherwise.

While mentioned about Guru Amardas' s efforts to eradicate the *pardah* system, Harbans Singh had quoted from Sarup Das Bhalla' *Mahima Prakash* a story of the visit of Raja of Haripur and his wife to Goindwal escorted by Sawan Mall, nephew of Guru Amardas to behold the Guru Amardas. But when they arrived, then Guru Amardas made a condition that the ladies must

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<sup>28</sup> Mahalla 1, Sri Guru Granth Sahib, Ang 473 in Manmohan Singh ( trans. English & Punjabi) *Sri Guru Granth Sahib*, Vol. 3, Shiromani Gurdwara Parbandhak Committee, Amritsar, Fourth Edition 1995, p. 1562.

<sup>29</sup> Ganda Singh, *A Brief Account of the Sikh People*, Delhi Sikh Gurdwara Board, Delhi, 1971, p. 14.

<sup>30</sup> Ganda Singh, "The Impact of Guru Nanak's Teachings on the Lives of his Followers", *The Panjab Past and Present*, Vol. XI, Serial No. 21, April 1977, Punjabi University, Patiala, p. 44.

<sup>31</sup> Ganda Singh, *A Brief Account of the Sikh People*, p.14.

<sup>32</sup> Teja Singh and Ganda Singh, *A Short History of the Sikhs*, Volume One (1469-1765), Punjabi University, Patiala, 2006, p. 22

<sup>33</sup> Gyani Gyan Singh, *Tawarikh Guru Khalsa- Part 1*, K.S. Raju ( ed. ), Bhasa Vibhag , Punjab, Fourth Edition, 1999, p. 344,

<sup>34</sup> Kartar Singh Duggal, "Re-reading Guru Amardas Ji", *The Sikh Review*, Vol. 45:3, No. 519, March 1997, Calcutta, p. 36

<sup>35</sup> Salok Mahalla 3, Sri Guru Granth Sahib, Ang 787 in Manmohan Singh (trans. English & Punjabi) *Sri Guru Granth Sahib*, Vol.5, Shiromani Gurdwara Parbandhak Committee, Amritsar, Fourth Edition 1995, pp. 2563-2564

come dressed in white cloth with their face uncovered.<sup>36</sup> Gyani Gyansingh in his *Tawarikh Guru Khalsa* gives the similar story, but he also mentions that the Raja of Haripur came to Goindwal in 1613 *Bikrami* i.e. 1556 A.D.<sup>37</sup> But Harbans Singh did not mention in which area, women were given authority by Guru Amardas to supervise community of disciples. However, according to Duncan Greenless, Guru Amardas trained and sent out 52 women as itinerant preachers to various parts of India.<sup>38</sup> Alice Basarke suggested that Guru Amardas had created 22 *manjis* for the preaching of Sikh religion. Four of those were headed by women. Guru Amardas trained 146 persons to go out as priests and missionaries. Among them 94 were men and 52 were women.<sup>39</sup> On the other hand, McLeod wrote that Guru Amardas took a clear stand against *sati* by changing the meaning of the word to one which upheld the rights of women.<sup>40</sup> But he, remained silent about the eradication of *pardah* by Guru Amardas. However, Ganda Singh and Harbans Singh both the historians accepted Guru Amardas's efforts in the eradication of *pardah* practice.

## CONCLUSION

In the last, we can say that the Sikh Gurus played a major role in the emancipation of women. However, the Sikh historians Ganda Singh and Harbans Singh also accepted this historical fact. But McLeod with his sceptive approach questioned the Sikh Gurus' contribution in this matter. But what the Sikh historian wrote, they tried to justify with primary or near contemporary sources. But McLeod termed the historical facts only as 'tradition'. But why he considered them as 'tradition', McLeod remains silent. But also, even not tried to base his assumptions on some factual sources.

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<sup>36</sup> Saroop Das Bhalla, *Mehma Parkash- Part II*, Uttam Singh Bhatia (ed.), Bhasa Vibhag, Punjab, Third Edition, 1999, p. 162.

<sup>37</sup> Gyani Gyan Singh, *Tawarikh Guru Khalsa- Part I*, K.S. Raju (ed.), Bhasa Vibhag, Punjab, Fourth Edition, 1999, p. 344.

<sup>38</sup> Duncan Greenless, *The Gospel of The Guru-Granth Sahib*, The Theosophical Publishing House, Madras, Second Edition, 1960, p. IXV.

<sup>39</sup> Alice Basarke, "Where Are the Women?" in Kharak Singh (ed.), *Current Thoughts on Sikhism*, Institute of Sikh Studies, Chandigarh, 1996, pp. 265

<sup>40</sup> Hew McLeod, *Sikhism*, p. 242.



## 6. THE IMPACT OF TOLERANCE ON POLITICAL BEHAVIOR

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### ABSTRACT

*The importance of the concept of tolerance for the successful operation of a democratic political system is evident by the large and growing literature treating aspects of it. Much of the earlier work on tolerance either focused on defining the concept and describing trends in the level of tolerance or in identifying whole system attributes that cause variation in that concept. This paper seeks to explain the effects of tolerance in a society, accounting for both individual and state political behavior. We find that as the level of tolerance in a state increases, the country's respect for human rights also increases. We also find that as an individual's level of tolerance increase, so too do their support for democratic government, interest in politics, and rejection of authoritarianism, among other behaviors. The importance of the concept of tolerance for the successful operation of a democratic political system is evident by the large and growing literature treating aspects of it. In this paper, tolerance means the acceptance or legitimacy of people of a different race, ethnicity, religion, or of a different social or political perspective. A segment of this literature is focused on measuring the extent of tolerance in a specified population and trends in the level of tolerance in that population.*

**Key Words:** *Tolerance, variations, Human rights, Legitimacy, political perspective, democracy*

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### INTRODUCTION

As a species, we are social beings who live out our lives in the company of other humans. We organize ourselves into various kinds of social groupings, such as nomadic bands, villages, cities, and countries, in which we work, trade, play, reproduce, and interact in many other ways. Unlike other species, we combine socialization with deliberate changes in social behavior and organization over time. Consequently, the patterns of human society differ from place to place and era to era and across cultures, making the social world a very complex and dynamic environment. The next step in explaining the variation in levels of tolerance was to move from the aggregate model, based as it is on an uncertain inference, to seeking an individual level explanation of the variation in levels of tolerance. This model escapes the problem of that tenuous inference by directly measuring attitudes held by individuals.



Arwine and Mayer therefore take an array of individual level attributes such as religion, religiosity, socio-economic class, a sense of economic well-being, and educational attainment and regress them onto measures of antipathy towards out groups. Using a structural equation model, they were able to explain 42% of the variation in their dependent variable, levels of tolerance (Arwine and Mayer, 2010). This paper therefore proposes to relate the variation in levels of tolerance among individuals to such dysfunctional behavior as had previously been explained by aggregate level data rather than inferring the actual attitudes in question from behaviors. For example, what is the relationship between intolerance and actual votes for extremist parties or support for extremist movements? Of course, the validity of a proposition on that question depends upon how one defines the categories extremist or radical parties (Ignazi Piero, 2002). It may also refer to a foreign policy agenda such as the vigorous pursuit of the national interest with the use of military or other force in what had been a pacifist society. For the purpose of this paper, we classify a party as extremist if it seeks to transform the fundamental structure of the political system of which it is a part.

## **LITERATURE REVIEW**

**Stouffer, 1955**, finds a surprising degree of intolerance of political differences in the U.S. in the 1950s, surprising because the U.S. has been regarded by conventional wisdom as the epitome of a liberal democratic culture supporting one of the world's most effective and responsive democracies

**Mueller R.** finds that as America emerged from the McCarthy era of the 1950s, tolerance toward the political left increased (Mueller, 1988).

**Sullivan, Pierson, and Marcus**, however, argue that rather than indicate an overall increase in the level of tolerance in the U.S., the Mueller data merely reflect a transfer of intolerance to other groups (Sullivan, Pierson and Marcus, 1982).

**Arwine and Mayer, 2009**. take an early step toward an explanatory focus on the concept of tolerance in measuring the degree of tolerance in two political systems before and after experiencing perceived existential threats to their way of life: France that suffered riots in 2005 that were concentrated in a Muslim population that was isolated and alienated from French society while the Netherlands experienced two high profile assassinations and a declared intent to assassinate public figures known for their hostility to that nation's Muslim community

**Rokeach, 1960** Are intolerant people more ideological and rigid in their views compared to their more tolerant counterparts? One might certainly expect intolerant individuals to exhibit a greater degree of closed mindedness

Thus, the extent or level of tolerance may vary with respect to its object. A question addressed in this paper is whether bigotry or intolerance is object specific. The foregoing literature, however, does not to explain the variation in levels of tolerance – or its converse, intolerance -- either within the U.S. or globally across nation.

### **Hypothesis**

Nations or individuals with a lower score on tolerance will have a lower score on our measure of human rights. We assert that individuals can be more or less tolerant regardless of the context in which they live and that the aggregate political culture of a nation be classified as more or less tolerant. Both forms of tolerance impact upon how different groups or on-dominant ideas and values will be treated.

### **Findings**

In these studies, the level of tolerance is measured by the question of whether the respondent would object to a member of a frequently rejected out-group being one's neighbor. The finding that the aggregate levels of intolerance increased significantly in the two countries after experiencing the events in question was the basis for inferring that a perception of one's way of life being under an existential threat may cause a weakening one's commitment to such civil liberties values as tolerance of opposing socio-political values. The inferred conclusion suggests that it is easier to be tolerant of different groups or socio-political perspectives when those differences are not perceived as threatening one's own fundamental values, when tolerance does not seem to carry a cost. This aggregate model of explaining tolerance relies, however, suffers from the weakness of inferring a widespread perception from events, a version of the ecological fallacy. That study constituted an effort to move from the description of trends and patterns in the level of tolerance to explaining the variation in that concept using tolerance as a dependent variable. That study was an attempt to explain variation in the level at the aggregate level.

The obvious but untested expectation is that countries that have a higher score on our tolerance index will score higher on human rights. Each country's tolerance score will be calculated from the bigotry scores for each individual respondent in the political system. The bigotry score for each individual will be a weighted mean score on the "neighbors" questions. Respondents who are also members of one of the aforementioned out-groups will, of course, have no objection to having another member of that group as a neighbor. However, such individuals may more strongly object to having members of another out- group as neighbors as might be the case, for example, with people of a different religion. Repressive regimes will therefore have higher aggregate levels of intolerance. In other words the inference is that intolerant attitudes will produce intolerant behaviors.

### **DATA ANALYSIS**

Participation and Violence our inquiry into the impact of tolerance as a whole system variable on the level of political violence, extra constitutional protest, and the standing of extremist politics is seriously limited by the classic small N limitation on inference using the comparative method (Hall, 2009). Nevertheless, a glance at the whole system tolerance score for each of the ten nations for which we have the necessary data reported in Table 1 shows two of the nations have a distinctly lower tolerance scores than the others – France and Turkey.

**Table 1: Tolerance Scores from Eight Countries**

Country	Year	Tolerance Score
Australia	2005	80.1
Canada	2006	84.7
France	2007	68.1
Germany	2006	82.4
Italy	2005	78.6
Norway	2007	89.0
Turkey	2007	45.3
USA	2008	78.4

France has suffered extreme regime instability in the two centuries following the Revolution of 1789 with twelve extra constitutional regime changes not to mention the unsuccessful attempts to overthrow the regime. While the current Fifth Republic has been free of such assaults, occasional resorts to a general strike as in “The Events of 1968” and the Muslim riots of 2005 shows that the ghost of George Sorel is still alive in the French culture (Sorel, 1950).

Turkey has not experienced the romanticizing of violence part of the “barricade tradition”, embedded in the French culture; however, it has experienced political and religious oppression before and after the Atatürk era. Moreover, religion plays a large role in Turkey compared to the relatively secularized Western democracies and religion can be a force for mobilizing and exacerbating divisions among peoples.

### **Intolerance is an activist phenomenon**

One has to be aware of and to some extent involved with something in order to develop an active dislike for it. Tolerance, therefore, should be negatively related to political activity. To be intolerant of other racial, religious, or ethnic groups, one would take action to limit a real or imagined impact on one’s life. The clearest indicator of that kind of political awareness is a variable regarding the respondent’s interest in politics. Accordingly, we calculated the standard regression weights between tolerance and their interest in politics and found statistically significant negative relationships. Furthermore, we expected that a tolerant subject would be more comfortable with ethnic diversity than a less tolerant one. On a variable that places the respondent between declaring that ethnic diversity “erodes unity” in their society to declaring that ethnic diversity “enriches life” in their society using again our standardized regression weights, we found a modest but highly significant relationship with the level of tolerance. We also calculated the standardized regression weight between tolerance scores and religiosity. We expect a negative relationship that is probably reciprocal. Because traditional religions often claim that they have a possession of absolute truth, toleration of heresy makes no sense. Thus, such religious perspectives would not give legitimacy to other perspectives and religiosity would thus promote intolerance. However, intolerance may be reinforced with traditional religiosity.

### **Tolerance and Civil Liberties**

Tolerance refers to the unwillingness to accept an attribute of significant others. Civil Liberties as in the Cingranelli and Richards data set refers to the rights granted by the government to act or express oneself as one chooses without interference or punishment from the government. It is possible, therefore, for civil liberties to be imposed on a political system while individuals in that system hold bigoted or negative attitudes toward individuals in one or more other groups. The American Deep South at the onset of the civil rights movement is a case in point. It is our expectation, however, that a greater degree of tolerance in a society will promote respect for a greater degree of civil liberties. A political system and its elites are more likely to grant and respect rights of those whom one does not actively dislike.

Hence, the relationship between tolerance and civil liberties is probably reciprocal. As we expected, our regression analysis in fact reveals that an increase in the level of tolerance score for a state that runs from 1 to a possible 100 points) is associated with an increase in an increase in that state's respect for the rights in the data set in the three categories described above: physical rights, empowerment rights and women's rights. The three women's rights are combined in one variable. However, the regression weights for the physical rights and women's rights are weaker than for rights in the empowerment category.

### **CONCLUSION**

This paper has moved from our earlier work that purported to explain the variation in tolerance at the individual and group levels to taking tolerance as an independent variable. It has been a matter of conventional wisdom to assume that tolerance of other races, ethnicities, sex or lifestyle supports the effective and responsive of a democratic political system. This paper has attempted to go beyond conventional wisdom by examining the actual effect of tolerant attitudes on various other attitudes and behaviors that are assumed to be relevant to the responsive and effective functioning of a political system. The data at our disposal did not permit an examination of the impact of intolerance on a propensity to perpetrate violence; however, the data did confirm our related expectation that intolerance promotes a greater level of political activity. The relationship between the tolerance score for each state and their civil liberties score supports the expectation that a higher level of tolerance is supportive of a more open and responsive democracy; however, it is impossible to set precise threshold levels of tolerance required to produce that result.

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## **7. CHALLENGES AND OPPORTUNITIES OF ASSESSMENT AND ACCREDITATION IN IMPROVING THE QUALITY OF EDUCATION IN INDIA**

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### **ABSTRACT**

*India is an emerging country with significant regional and sub-regional differences in socio-economic and educational development. The higher education system differs from university to university and from state to state. This paper deals with reviewing some of the indicators with which majority of affiliating colleges located outside urban areas will have difficulties. This paper is an attempt for the development of a better quality system in higher education in the country.*

**Keywords:** Education System, Assessment, Accreditation

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### **INTRODUCTION**

India is an emerging country with significant regional and sub-regional differences in socio-economic and educational development. The higher education system differs from university to university and from state to state. Diversity is visible in locations, medium of instruction, learning capabilities of students etc. With such diversity among institutions, the learning outcomes also differ. This is reflected in the grades of NAAC accredited institutions. Most of the higher education institutions are accredited below average. The New Framework notified in 2017 is a significant departure from the previous ones. This paper deals with reviewing some of the indicators with which majority of affiliating colleges located outside urban areas will have difficulties. This paper is an attempt for the development of a better quality system in higher education in the country.

*Criterion I: Curricular Aspects*

*Assessment Indicator 1.1.2*

This deals with introduction of certificate and diploma courses. It is easier said than done. The restrictions in teacher appointment and regular work pressure of teachers may come in the way



of taking up additional unofficial work by teachers. Further, some universities in India do not approve autonomous certificate and diploma programs offered by affiliating and constituent colleges. Another issue is viability of self financing programs. For colleges situated in rural-tribal and slum areas, self financing certificate/ diploma programs may be viable due to very poor paying capacity of students. Unless the programmed serves a purpose like enhancing employability, it has no meaning.

#### *Assessment Indicator 1.1.3*

This relates to membership of Board of Studies(BOS) and Academic Councils(AC). Not all colleges are able to get into BOS or AC of universities, for number of reasons.

- (i) Some universities allow only 3or 4 heads of departments of colleges to be members of the respective board of studies. So, colleges will hardly get any chance to be represented in BOS/AC.
- (ii) Some universities in India have not provided for representation in BOS/AC to undergraduate colleges.
- (iii) Some universities have prescribed eligibility such as HOD with Ph.D and 10 years of experience for membership in BOS/AC to undergraduate colleges.
- (iv) Colleges permitted by the state Government on self financing basis, appoint teachers on temporary/adhoc or as guest faculty. Such teachers are not eligible to be on the BOS/AC.
- (v) In some states, common curriculum is prescribed by the State Council of Higher Education for all state universities/colleges, giving little scope for BOS/AC to contribute to the development of curriculum.

Thus on an average, colleges located in rural/tribal areas will never get a chance to be on BOS/AC of universities. With nearly 800 colleges affiliated to University of Mumbai, hundreds of colleges may never get a chance to be represented in BOS/AC. This is true for all large affiliating universities in the country. The assessment indicators 1.1.2 and 1.1.3 carry 10 weight ages out of 100. The colleges may suffer in accreditation for no fault of theirs.

There is another issue relating to 1.1.3: We have come across a high profile teacher in a college who is member of five academic bodies of universities and autonomous colleges. The NAAC Manual is silent about whether he be counted one of five for the purpose of quantitative calculations.

#### *Assessment Indicator 1.2.3*

It is important to note that majority of colleges in India are UG institutions with very little curriculum flexibility. Assessment Indicator 1.2.2 relates to Choice Based Credit System (CBCS). It carries 10 weight age. All affiliating constituent colleges are forced to offer only general graduation with fixed combinations. Neither colleges nor students have a choice and suffer from accreditation.

#### *Assessment Indicator 1.3.3*

This relates to filed projects and internship carrying 5 weightage. Again, colleges with traditional Arts faculty will draw blank, as most of the departments will not have any provision for field work or internship. This could have been overcome had the question included Library or Lab projects of field projects.

Instead of focusing on above indicators under Curriculum Aspects, it would have been better to ask questions on Relevance of Curriculum and its Structure in building fundamental knowledge, vocational/ applied or workplace skills and values.

#### *Criterion II: Teaching- Learning- Evaluation*

##### *Assessment Indicator 2.1.1*

This relates to students from other states admitted in the college. More than half of affiliating colleges in India are located in rural/tribal/slum areas. Majority of these colleges use respective regional language as medium of instructions and examinations. Traditional Arts/Commerce colleges are not like professional colleges to attract out of state/country students. Even in urban areas there may be hardly any out of state students seeking admission in Arts/Science/Commerce colleges. There is no reservation for NRI students in traditional colleges. Majority of colleges may lose 10 weight age.

##### *Assessment Indicator 2.2.2*

This relates to full time teachers and carries 10 weight age. This is a critical problem in most of the states. With virtual ban on recruitment of teachers and non teaching staff by almost all state government in India since 2000, no aided colleges are allowed to appoint regular fulltime teachers by the state. This is also true of self financing segments in Arts- Science- Commerce colleges across the country.

##### *Assessment Indicator 2.2.3*

This relates to admission of differently baled students carrying 10 weight age. It is mandatory for colleges to reserve seats for differently baled students as per state policy. This information may be made public through prospectus, website and other media. The colleges also provide physical facilities like ramp, special toilets, use of lift and even special library. While about 3 percent seats are reserved for differently baled, there may not be any or just one or two such students who sought admission. If the answer is nil due to factors beyond control of college they may suffer 10 weighs allotted to this indicator.

##### *Assessment Indicator 2.3.1, 2.3.2, and 2.3.4*

The three indicators which together account for 40 weight age respectively deal with student centric methods, average percentage of teachers using ICT, E-Learning resources and innovation and creativity in teaching- learning. These indicators could have been properly edited to make them mutually exclusive.

##### *Assessment Indicator 2.4.1*

This relates to sanctioned posts. This indicator applies to posts sanctioned by Government generally for grant in aid. In unaided and self financing programs or colleges there are no sanctioned posts. Most of such colleges/departments started during last 15 years will not be able to answer this question and suffer 15 weight age.

*Assessment Indicator 2.4.5*

This relates to appointment teachers from other states. This indicator is biased against colleges in the rural/tribal areas and where medium of instructions is local/regional language.

*Assessment Indicator 2.5.1 and 2.5.4*

This relates to reforms and robustness of continuous internal evaluation together account for 30 weight age. The indicators could have been integrated into one. The problem is in those affiliating universities where there is no provision for continuous internal evaluation. They have semester or annual system without continuous evaluation.

*Assessment Indicator 2.6.1 and 2.6.2*

Higher education institutions in general streams of Arts Science & colleges do not follow outcome based approach. Conventional colleges are familiar with only learning outcomes but program outcomes, program specific outcomes and course outcomes are ignored. As curriculum is developed by universities it is the responsibility to define these terms.

*Assessment Indicator 2.7.1*

This relates to online student satisfaction survey carrying 50 weight age. Students in rural areas do not know about mobile, adhere card, e mail, communication skills in English. College will get weight age assigned only if at least 10 percent of students respond to the survey.

*Criterion III: Research, Innovation and Extension*

The two important contributions made by NAAC during last two decades are development infrastructure and creation of awareness among teachers about importance of research even in UG colleges. Teachers have become research guides, departments got recognized for research and number of teachers with Ph.D has gone up impacting teaching learning in most of accredited colleges. Teachers have taken advantage of UGC's FDP and major and minor projects across the country. The weight age was reduced from 150 to 120. Assessment indicators Promotion of research, infrastructure for research and consultancy have been dropped. Instead ecosystem has been introduced.

*Assessment Indicator 3.2.1 and 3.2.2*

They refer to innovation, incubation, intellectual property rights and industry- academia innovative practices which together carry 10 weight age. Incubation is not clear even to teachers. Workshops and seminars on IPR and industry interface should be organized for documentation.

*Assessment Indicator 3.3.3*

It is an important question about number of Ph.Ds awarded per teacher during the last five years. There are universities across the country which recognizes teachers in UG colleges to guide students for Ph. D degree. Such colleges would have got 4 weight age for such work.

*Assessment Indicator 3.5.1*

The indicator includes faculty exchange and students exchange programs, among others. Under affiliating and grant in aid system, such exchange programs are not possible without permission of university and state government. The issue becomes acute with huge shortage of regular and approved faculty. Ordinary colleges may suffer 10 weight age.

*Criterion IV: Infrastructure and Learning Resources*

*Assessment Indicator 4.2.2*

This relates to collection of rare books, manuscripts special reports or any other knowledge resource for library enrichment. Almost 3/4<sup>th</sup> of the affiliating colleges in India have come up during last three decades. This carries a weightage 2.

*Criterion V: Student Support and Progression*

*Assessment Indicator 5.2.1*

Placement of outgoing students happens in professional colleges or well established colleges in cities.

Direct employability of UG arts-science-commerce students is not yet established in India. Average percentage of placement of outgoing students during the last five years with 20 weightage is too much for average colleges in India.

*Criterion VII: Institutional Values and Best Practices*

*Assessment Indicator 7.1.4*

There are two questions (weightage 5 each) (i) number of specific initiatives to address locational advantage and disadvantages during last five years. It appears that new manual is far away from contemporary reality of affiliating system of undergraduate education.

*Uploading of Documentary and Data Evidence*

There are over 120 Assessment indicators out of which nearly 80 are quantitative. Data Verification and Validation (DVV) of quantitative indicators will be carried out by online system. DVV will not be possible without appropriate documents. This will require the institutions to upload huge volumes of specified documents for a period of five years. This will require minutes of meetings of all sorts of authorities and activity groups, MoUs with collaborations, communications received from university, government, UGC etc.

*The New Framework, 2017*

Earlier we had Letter of Intention (LOI). This is replaced by Institutional Information for quality Assessment (IIQA). In past, SSR was to be submitted to NAAC only after LOI and or

institutional Eligibility for quality Assessment (IEQA) were accepted by NAAC. The new framework envisages the institutions to submit online IIQA and SSR simultaneously. It also allows the institution to resubmit IIQA two more times if the first one is rejected. It could have been ideal if the SSR is to be submitted only after the acceptance of IIQA. This is important in context of payment and refund of accreditation fees. The new methodology is 70 percent quantitative and 30 percent qualitative. The 70 percent quantitative includes Student Satisfaction Survey carrying 50 weightage. Appointment of Peer Team will depend upon the institution getting minimum 30 percent of quantitative weightage.

#### **CONCLUSION**

There is confusion regarding payment of accreditation fees as well. Earlier colleges receiving development grants from UGC were exempted from paying fees but now there is not clearance about such exemption. Also there is not any information regarding nature and appropriateness of each of the documents to be uploaded for easy acceptance by the system. If the data and documents are not appropriate, online submission will not proceed further. Most of the colleges located in under developed areas may not be able to cope up with the technology driven information and document management system envisaged by NAAC. Many issues discussed in this paper should be taken into consideration so that accreditation process will benefit the student community as well as colleges.

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## 8. IMPACT OF TECHNOLOGY ON ARMS CONTROL

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### ABSTRACT

*Innovation has a positive tendency to institutionalization and the great forces of change, such as science and technology, have today powerful vested interests from all sections of society commanding the cream of the trained minds and enormous economic resources. It must be born in mind that the factor of innovation has considerable importance in strategic considerations. Present paper focus upon impact of technology on arms control.*

**Key words:** *technology, society, science, arms, control, force*

It has rendered final or absolute solutions or weapons precarious since new technical novelties continue to replace the old ones. Since the rate of discovery and innovation appears to be exponential, there is insufficient time for the development of the proper national and international legal and other controls on these developments before they themselves have been superseded.<sup>1</sup> Thus, in the sphere of the arms control and also its legal laws in outer space, the factor of technological change has, in the span of a few years, rendered old laws meaningless. Just as the military preparations of one side are made obsolete by innovations in the military preparations of the other, arms control is made obsolete by the military preparations that are its objects.<sup>2</sup>

Further in the calculations for future military planning the factor of innovation presents a formidable array of possibilities making the predictability for future uncertain. This feeling of uncertainty in the inventions of the other side has helped to stabilize the balance. Yet, if an arms control agreement is based on a static weaponry system, it would fail to achieve the purpose. In accommodating the dynamic factor of innovation, the arms control system ought to be synchronized with a changing technology. By ignoring this the advent of new technological innovations may render previous agreements obsolete or, even worse, may damage the national interests.

It has been argued that an end of all military innovations must be made. Military technology is a part of technology in general and a reversal of innovations would be confronted with powerful ideological, political, industrial and social forces. Headley Bull states that there can be no

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<sup>1</sup>. Clarke, C.Abt, "The Problems and Possibilities of Space Arms Control", Journal of Arm Control, Vol.1, No.1, January 1963, P.33

<sup>2</sup>. Headley Bull, "The Control of Arms Race", Fredrick A.Praeger, New York, 1961, P.196



question of putting an end to military innovation in the sense of insulting war from its technological milieu.<sup>3</sup>

If military innovation cannot be stopped altogether, it has been argued that a freezing or an arrest may be affected in certain departments of military technology whereby, even if new ideas emerge, there would be checks in the stage of development, testing, manufacture and training. This view is also in keeping with the concept of maintaining military equilibrium between the states and adding to the general stability of the world. Though it is to be expected that the weapons deployed by major powers will perpetually change, there is nothing, on the face of things at least, to suggest that one power will attain an overwhelming advantage over its opponents.<sup>4</sup> If viewed in this light, measures of arms control and an arrest in military innovation demonstrate an anti-progressive and reactionary concept. However, with the arrest of military innovation, fresh avenues for peaceful development under international auspices could be expanded.

Military innovation further threatens the stability of the world, for with the scientific advancement, nuclear weapons and missiles would become cheaper, leading to widespread use of nuclear weapons.<sup>5</sup> The rapid advances in the cyberspace and in cyber weaponry and developments in the fields of artificial intelligence and automation in weaponry (for example, drones and fully autonomous weapons) present challenges to international security and the existing disarmament machinery. The United Nations is engaged in work at multiple levels to address the implications of these new technologies.<sup>6</sup>

A lesson which we could draw from the factor of innovation of new technologies is that future arms control will have to be pursued in a more rigorous manner. The problems confronted by future arms control negotiations would be not just to apply controls on existing weapons but also how future controls could apply on future weapons. Planning must also take into consideration future weapons with their implications on the world stability and peace. National governments should be kept informed of future 'technological breakthrough', enabling them to formulate policies for increasing the prospect of security and peace. The attacks on electrical and mobile communication grids in Estonia in 2007 and in the Ukraine in 2015 showed the potential of new technology of cyber-attacks as 'disruptive tools in future warfare'.<sup>7</sup>

#### CONCLUSION

Finally it is of great significance that innovation should be pressed at full speed to the improvement of the inspection systems. With the increase in inspection and detection powers, realistic disarmament agreements could be arrived at. Thus, science and technology could bestow upon mankind the twin blessings of scientific innovation and peace.

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<sup>3</sup> Ibid., P.197

<sup>4</sup> John Maddox, "The Problem of Continuous Innovation," B.B.C. programme, March 21, 1962, Survival, Vol-4, No.3, P.105

<sup>5</sup> Headley Bull, "The Control of Arms Race", Fredrick A. Praeger, New York, 1961, P.199

<sup>6</sup> Melissa Gillis, "Disarmament A Basic Guide", United Nations, New York, 2017, P.103

<sup>7</sup> Ibid., P.104

## **9. DESIRE TO CROSS THE BORDER TO BUILD FRIENDSHIP AND BROTHERHOOD**

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### **Abstract:**

*The following paper is based on the united territory of Hindustan. How people were forcefully separated from their loved ones. The innocent ladies and their kids and even unmarried girls were crushed brutally. The lines were drawn among them.*

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### **Introduction**

Seventy years ago, there was no Pakistan. All people who belonged to different communities as Hindus, Sikhs, Muslims and so on lived together. The territory of India was divided into two parts in 1947. At the time of Independence in 1947, India was divided into two parts-India and Pakistan by the Britishers in pursuance to their policy of weakening and dividing the shrunken colonies. The lines were drawn on land, in water and even in the sky. Pakistan came into existence by the Muslim league leader, Mohammad Ali Jinnah's Two-Nations Theory.

Only for the reason of selfish interests of politicians, the collective India was divided into two parts- Pakistan (Land of Purity) and Hindustan (Land of Hindus). Mohammad Ali Jinnah took the charge of Pakistan while Pt. Jawaharlal Nehru of India, as the first Prime Minister of India. There had been many conflicts, fights and rapes. Many innocents were killed brutally during the riots. The Women were brutally molested and forced to die. Kids were killed without any guilt. Friendship was turned into enmity. People were separated by force from their loved ones. They left their homes unwillingly and were migrated. So many people have been died in a hope to be united once again with their land and loved ones.

There are hearts which are still full of love and hope to be back. They think beyond the politics and the society. By following any political clash, the several attempts are made by the civil society in both countries to rekindle the hopes. Each time, they tried to win the hearts in a hope to keep calm, peace and love that were found in every heart. Several efforts are made to bring out the hidden love and deep desire, which is still fresh in every heart. The desires are still alive in the hearts of people.

An average Indian and a Pakistani have the same secret desire to cross the border, at least once. From both sides the people want to know, what people on the other side eat, how they walk, how they talk and how they look. From the both sides, people have a common culture, a

common history, a common language and even a common desire. There are so many literary books which describe the indo-pak relations before and after Independence. These books talk about the friendship among Hindus, Muslims and Sikhs and their culture and society. The books show the common desire which is to build strong ties of friendship and brotherhood.

Khushwant Singh's first novel *Train to Pakistan* is based on the 1947 riots and it vividly depicts the bad and unforgettable conditions of that blood-thirsty period. Its first title was *Mano Majra* but it is better known by the title of *Train to Pakistan*. No doubt, this novel is based on the Hindu – Muslim – Sikh riots of 1947 which followed the partition of India. This novel replicates the vivid and fully translucent accounts of the massacres of Hindus and Muslims, especially on the border towns of India. The loaded Trains of dead bodies used to land from Pakistan to border station of Atari. They were filled with corpses of men, women, children and oldies. The trucks were filled with corpses and Pakistanis wrote "Gift to India from Pakistan". These incidents escort to mass killings of Muslims in India. People were murdered mercilessly. Men were killed with swords and spears while their women and sisters and mothers and daughters were callously molested and then their breasts were cut with spears while their children were killed in front of them and women left to bleed to death. Same was the destiny of Hindus who were coming from Pakistan. Hundreds of thousands of people were killed in this insanity that followed in the mutual riots of 1947.

This novel is based on that dark halt naked barbaric bitter and dirty truth of Indian Independence, which is called DIVISION. After all, not everyone got what they wanted. The novel gives detailed accounts of the lingering prospects of train load of slaughtered Hindus arriving from Pakistan with their devastated women and stabbed children. It gives food for thought and makes one think, "Whether what happened was right or wrong".

The story of this novel is pretty simple. It is about the forfeit of one man to save a few hundred lives while mental illness overcomes everywhere. It is the story of one man wrestling with his contemplations and debating with himself whether it is correct to stand in front of 50 armed men waiting to kill hundreds of their own species, to stop because what they are going to do is immoral.

Iqbal is that one character who debates with himself. The dialogue that he has with himself during the end of story is great to read. The protagonist (hero) talks about religion and the limited and constipated observation that it has in India. He talks about the irony of proving one's Sikhism to stay alive in an insane sanctuary that India had become that time. He talks about the worthlessness of talking logic and morals in front of people who have become bloodthirsty. They will rather shove a sword in the proclivity and carry on and call to others a traitor rather than listening to the morality.

Iqbal is the person who sacrifices his life to save a train full of Muslims who are refugees in their own motherland and are going to Pakistan while an army of ludicrous men armed with all sorts of modern and traditional weapons waiting to kill and rape and abduct those innocent muslims going to Pakistan, a land where they will be called 'Muhajir' (refugees) and will be seen with an eye of antipathy because they came from India, and will again become refugees in a country that was made for them.

As this novel of Khushwant Singh naked the bitter truth of 1947. It shows how the common people have suffered a lot. The selfish people created an environment to get their chairs. The innocent people became victims. The women suffered a lot from the both sides. They were thrown into the wells by their loved ones to save their honor. The innocent were picked up from the refugee campus, this is clearly mentioned in *Freedom at Night*, and how Zenib is saved by Boota Singh from her captor.

Pakistan also goes in an alternative direction of India. The major motto of Pakistan's policy has been "Hate India and Bait India". She keeps a venturesome eye on Kashmir. Kashmir is an Apple of Discord between India and Pakistan. It is vivid from the historical facts that Pakistan is always in sought to create a chaos. For the reason of Kashmir, many innocent people have lost their precious lives. No one wants to live in such a terrible atmosphere. All people desire to cross the border so that they can see their land. They want to meet their loved ones.

Amitav Ghosh's Novel "*The Shadow Lines*" is based on 1971. In this novel, there are two sisters, who deeply desire to see their home land. This novel not only shows the barriers which are stood up but also of deep rooted towards the birth place. It is a book that catches the perspective time and events, of lines that bring people together and hold them apart. It is concerned with the concept of Nationalism.

God has created lands, mountains and human beings, but man has created boundaries and borders. He has created borders for his own safety and for selfish interests. Before 1947, there was a united India, which is now found in three parts-India, Pakistan and Bangladesh. So many attempts are made to reduce the jealousy factor. Trade and Communication links have been made to restore the friendship and brotherhood. Sports team visit either this side or that side to maintain peace.

To conclude, it can be said that if peace and mutual confidence prevails in relations between these two nations of Asia, each can benefit from the other. Let these barriers or borders are only political, because socially and culturally there are no boundaries. These borders have to be destroyed to bring people together.

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## 10. CHANGING TRENDS IN BANKING INDUSTRY OF SAARC MEMBER COUNTRIES: A PERSPECTIVE OF CHINA AND INDIA

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### ABSTRACT

*Banking can be considered as a global issue of today's world economy. The global banking industry is going through the transition period. Now the banking industry is highly crumbled and comprises division such as retail banking, corporate and investment banking, and asset and wealth management. This paper will trace the progress of two SAARC member countries – India and China from the perspective of variations in banking trends. South Asian countries show potential for accelerated growth during the past few years. Changing banking trends in these SAARC member countries is an important factor behind the growth and development of these South Asian countries. An attempt has been made in this paper to provide a brief overview of changing banking trends in these SAARC member countries and also the impact of such trends in the economic performance of such countries. For this the data has been collected with the help of various authenticated secondary sources like People's Bank of China, data bank World Bank, Reserve Bank of India etc. The outcome provides that the changing banking scenario in SAARC member countries has resulted in various positive effects like expansion of business activities, increasing GDP growth rate, improving private investment etc.*

**Keywords:** Banking Trends, SAARC Countries, Global Banking, Economic Performance, China and India.

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### INTRODUCTION

SAARC (South Asian Association for Regional Cooperation), an organization of eight member countries named Afghanistan, Bhutan, Nepal, China, India, Bangladesh, Maldives and Sri Lanka, is promoted to accelerate the economic growth, collective self reliance in the South Asian countries and to contribute to mutual assistance in the economic, social, cultural, technical and scientific fields etc. To achieve the charter objective of economic growth, the role of banking in these South Asian countries is predominant. Today the trend of banking is changing worldwide. Now there is a transition in the banking industry from brick and mortar banking to the modern ways of banking. The modern banking has helped the banking industry to gain more and more

customers and also the frequency of usage of banking services by the customers has also increased. This growth has resulted in the increase in income of the banks also. In this research paper the changing trends of banking among the two SAARC member countries named India and China are discussed and also the impact of such changing trends in the economic performance of these countries. The countries under study are all the initial members of SAARC countries.

This paper has been written with the help of authenticated secondary sources of study which includes the Data Bank World Bank, Central bank of SAARC member countries named Reserve Bank of India, Central Bank of Republic of China. All the central banks of SAARC member countries are committed to be in line with the modern concept of banking. The new economic challenges are pushing these countries to adopt the new trends in banking. These economic challenges include the expansion in trade, the emergence of new markets, changing demographics, changing customers' perceptions etc. (Barker, 2013).

#### **OBJECTIVES OF THE STUDY**

1. To provide a brief overview of changing banking trends in SAARC member countries and also the impact of
2. To analyze the impact of such trends in the economic performance of such countries.

#### **RESEARCH METHODOLOGY**

The study has been undertaken with secondary sources. For this the data has been collected with the help of various authenticated secondary sources like People's Bank of China, data bank World Bank, Reserve Bank of India etc.

#### **CHANGING BANKING TRENDS: OVERVIEW OF FOUR SAARC COUNTRIES**

SAARC countries are continuously making efforts to increase the effectiveness of their economies by following various current best international practices and the new trends in the field of banking industry is one of the examples among those best practices and the role of banking in the economic management of these countries has strengthened. In this paper we have discussed about the changing banking trends of the four SAARC member countries.

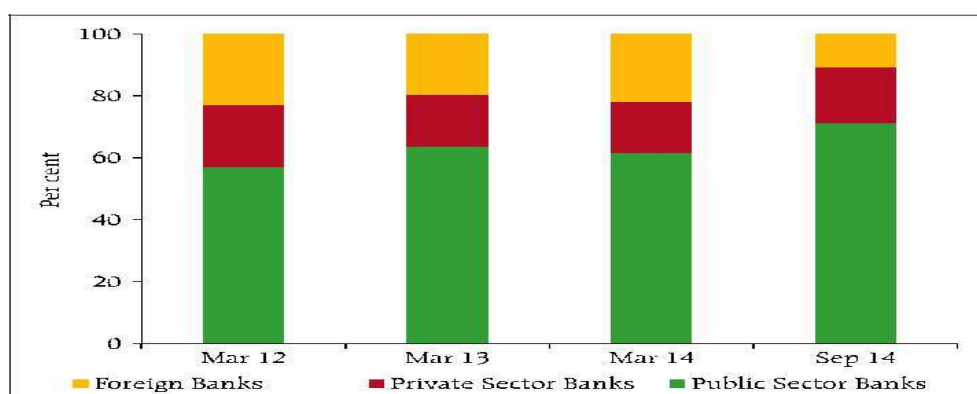
#### **INDIA**

The Indian banking industry has revolutionized after getting independence, i.e. after the period of 1947. India is one of the biggest, strongest and an advanced member of the SAARC. The Indian banking industry is conquered by the public sector banks accounting for three-quarters of total commercial banking assets (Karteek et al., 2013). During the past the Indian banking sector has achieved various exceptional achievements after the implementation of economic reforms in the economy since 1991. Arrival of private sector and foreign sector banks in the Indian economy has turned the way of working in the banking industry. With the steady increase in disposable income of individuals in the country and raising transactions through ATMs, Internet and Mobile Banking, the Indian Banking Industry is all set to face 2015 with new policies and key changes. The Narendra Modi government's growth push is expected to enhance appointments by at least 25% as compared to the year 2014 (Agarwal, 2015). The RBI has granted licenses to new private



banks and is in the process of granting licenses to small payment banks. The final license for niche banks is likely to be issued in the first quarter of 2015-2016. Consequently, new jobs will be created as per requirement. Competition was encouraged which resulted in the technological advancement in the country (Singh et al., 2011). The adoption of e-banking is one of the best achievements of the Indian banking industry. Electronic banking can be explained as a way to deliver banking information and services to its customers by using various communication channels like mobile, personal computers, laptops, ATM's etc. (Daniel, 1999). M-Commerce provides the facility of mobile banking as a banking service delivery channel to the Indian banking system. The adoption rate of next generation mobile phones or smart phones is rapidly increasing in Asian European countries (Mallat et al., 2004). Tab banking is a unique, innovative service introduced in the banking industry by ICICI bank during 2014 which provides a hassle free, convenient Tab banking system which facilitates a customer to open account from their home or office or anywhere he want. Banks provide its officials with customized tablets equipped with pre scanned KYC (Know Your Customer) documents. Officials click the snap of the person in tablet and upload it into the system. Then the data is transferred instantly to the banking system and it ensures an error free account opening experience to the customer (ICICI Bank Annual Report, 2014). Nowadays number banks in India are providing online trading services to their customers. Like State Bank of India has started a service named 'eZ-trade@sbi' providing the benefit of experiencing online trading from anywhere, anytime. This service provides you with a 3-in-1 account which is an integrated platform of Savings Bank A/c, Demat A/c and an Online Trading A/c to give you a convenient and paper free trading experience under one roof (Online Trading at SBI Website). Another rising trend witnessed by the Indian banking sector is the use of social media platform like Facebook to catch the attention of customers. In September 2013 ICICI bank launched a Facebook bill payment and fund transfer service called 'Pockets' for customer ease. (Cash @ Bank at HDFC Bank Website)

HDFC bank has introduced a service named 'Cash@ Shop' which facilitates a customer to withdraw cash at selected merchant outlets during the shopping. This facility can be enjoyed by customers with the help of his debit card. Cash@Shop withdrawals can also be made without purchases (Cash @ shop at the website of HDFC Bank). Many banks and third party service providers have improved their switch functionality for remote monitoring of ATMs and organizing the security of ATMs through CCTV monitoring (Tanksale, 2014). Nowadays various public and private sector banks are providing the facility of banking to their customers through their bank Application the smart phones. By using bank app on the smart phone the customers can enjoy the banking services without any hassle. The Indian banking industry is highly dependent on the interbank market for the liquidity. PSBs keep on to be the biggest players in the market with a share of over 70 per cent as on September 2014. The share of foreign banks in the interbank market, however, has decreased noticeably since March 2012 (RBI Financial Stability Report, 2014). The share of different bank groups in the interbank market is depicted in chart 1.



**Chart 1:** Share of different bank groups in the interbank market

**Note:** The composition of interbank market is based on both lending as well as borrowing.

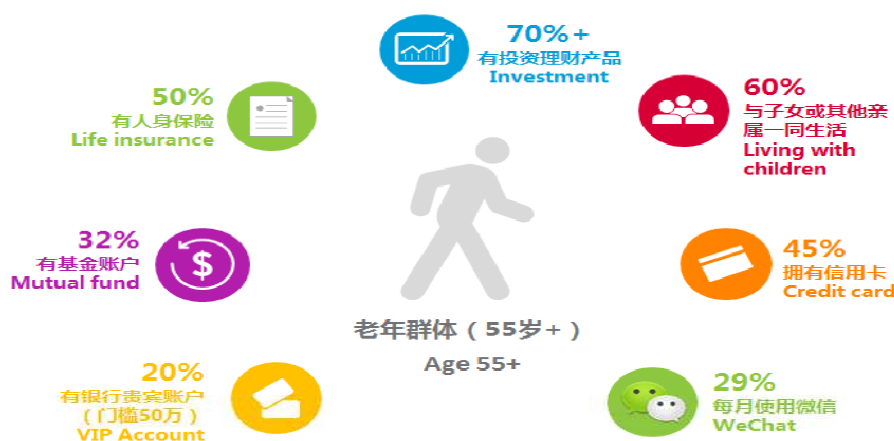
**Source:** RBI Financial Stability Report 2013-14

#### CHINA

To attain the balanced and sustainable growth in the banking industry, China is making innovations and reforms in the Chinese financial system. The economy of China is suffering from a turbulent period since 2014. Due to this reason the banks of China faced a deteriorating credit quality throughout 2014. The total balance of non-performing loans (NPLs) across the entire banking industry has risen sharply. To control the deteriorating credit assets quality government is working to rescind the implicit guarantee that has guarded trusts and WMPs from failure. To cope with such problems the People's Bank of China has done with various monetary policy amendments to manage liquidity in the economy. Capital and finance is opened to market forces rather than only for formal banking models and the central bank has made the internationalization of the RMB for enhancing the offshore liquidity of RMB. The bank has entered into Shanghai Pilot Free Trade Zone (SH PFTZ). The decision was taken for the liberalization of interest rates in the economy. China's traditional banking system is replaced with the internet finance model and the private sector internet giant such as Alibaba and Tencent, have rapidly achieved a significant foothold in the market for digital payments and online investment platforms. Online wealth management products (WMPs) have been launched by the Chinese banking industry. Alibaba Group's Yu'eobao, the most famous internet-based WMP, attracted 124m buyers in the year after its June 2013 launch. The concept of internet finance is getting popular in the economy day by day because the Chinese investors are tirelessly looking for the alternatives to demand deposits. The online money market funds (MMFs) are also added in the economy and after its launch explosive growth has been seen in the market for MMFs. MMFs returns of the most of the banks are generally lower than those of internet MMFs, but higher than bank deposit rates (Phillips, 2015).

The Chinese banking customers are provided with the facility to use "WeChat Bank", an innovative internet financing concept for now. The data provide that "WeChat Bank" internet

finance option has resulted into payment recharging (56%), bank transfer (56%), detailed billing information (47%), customer service (46%) and credit card payment reminders (43%). Where on the one hand the trend of digital payment is boosting among customers of Chinese economy, on the other hand, there is a declining trend in the credit card market of the economy. The growth rate of credit card market in the economy is declining to only 18% in the year 2013 as compared to 58% in the year 2008. But there is also an opportunity for the Chinese credit card market due to the rising popularity of digital payment among customers. The concept of digital payment will give an expectation to the finance market to understand the customers from different viewpoints. The elder population (Over the age of 55) of China has also purchased investments and wealth management products as they have become more financially independent. So the elder customers are showing an opportunity to introduce various new innovative and special services to target the needs of this group of the population (Nielsen, 2014). The figure no. 1 is showing the aging consumer profile and their habits.



**Source: Nielsen report on 'Three Key Trends in China's Finance Industry', 2014.**

The Chinese banking industry is dominated by the domestic banks with the top four banks controlling nearly 50% of China's banking assets. But now the Chinese economy is opened for the entry of multinational banks. Meanwhile, foreign-owned depository institutions have just 2% share of the country's banking market. Only in the past couple of years, Chinese banking authorities allowed foreign-controlled banks to provide banking services in China. The Chinese banking industry also has a minimum offshore investment (Carlos, 2015). From the customer's perspective, the Chinese customers are less loyal towards their primary banks. They will shift towards competitor of the primary banks when attractive prices are offered by such competitors (Lam, 2015). Large Chinese banks' speed up their efforts in obtaining or upgrading their banking business licenses, extended their retail banking network. The adoption of internationalization by Chinese Banking Industry has progressively improved their competitiveness in providing better services to their customers both domestic and overseas. The "Capital Management Measures of Commercial Banks (for Trial Implementation)" (hereinafter referred to as "New Measures"), encouraged the innovation of capital instruments for commercial banks. In view of the necessity and the possibility of the issuing various new capital instruments, the CBRC will focus on the

pilot issuing of secondary capital instruments with write-down features, as well as continuously promote the issuing of equity capital instruments and subordinated bonds. The business of banking has diversified into the areas such as securities, insurance, financial leasing, trust (Wang, 2013).

## **CONCLUSION**

It is proved from the above discussions that both the SAARC member countries named India and China is following the reforms in their banking sector. Due to the changing trends in these economies the economic performance of the companies has improved. The changing trends of Indian banking industry includes the adoption of internet banking, mobile banking, digital payments, concept of global banking, expansion of manpower in the banking industry, liberalization in licensing, grant of new licenses to new private banks and small payment banks, concept of niche banks, technological advancement in the banking, tab banking, online trading services, use of social media like Facebook bill payment and fund transfer, Cash @ Shop services, banking through App in the smart phone. The Chinese banking industry is also following various trends and some of the trends followed by the China in past includes monetary adjustments in the economy to manage liquidity, internationalization of RMB, liberalization of interest rates, adoption of internet financial model to replace the traditional banking model, digital payments, online investments, online WMPs, online MMFs, 'WeChat Bank', designing of banking services by the banks age wise of customers, global banking, introduction of new capital instruments in the commercial banks. All the trends are imposing the positive effects on the performance of both economies like expansion in the business activities, expansion in the number of customers, increased GDP rate etc.

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## **11. THE EMERGING TRENDS IN DIGITAL MARKETING IN INDIA AND IT'S IMPACT**

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### **ABSTRACT**

*Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. The reality is, people spend twice as much time online as they used to 12 years ago. And while we say it a lot, the way people shop and buy really has changed, meaning offline marketing isn't as effective as it used to be. The rapidly emerging digital economy is challenging the relevance of existing marketing practices.*

*Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time on the internet. There are various emerging trends in digital marketing in India such as mobilification, chatbots, video etc.*

*Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, Search engine optimisation and their websites to connect with their current and prospective customers.*

**Key Words:** *Digital marketing, Social media, search engine optimisation, mobilification, chatbots.*

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### **INTRODUCTION**

Digital economy is an important aspect of now days and digital marketing is vital part of digital economy. The move into 2018 also comes with a shift in digital marketing. New trends are entering the marketplace and E-commerce companies needs to pay attention or may be forced by the wayside. With the need to become more visible and reach more customers, the digital marketing of tomorrow offers advancements in emerging technologies as consumers demand a more integrated experience. Digital Marketing is a piece of a Digital Economy. India is a quick moving country towards the digital economy and this development has been quickened with the demonetization of the Indian Currency in the last quarter of the year 2016. With it, different government digital payment promotion schemes have been propelled. The digital market requires



digital promotion and marketing strategies. The telecom segment likewise assuming an imperative part of the digital marketing development. Late dispatch of dependence telecom Jio with the free and boundless web offices has played a progressive role. The other noticeable organizations like Airtel, Idea, Vodafone, and BSNL are additionally offering appealing web designs. Indian banks are additionally giving more client amicable and secure money transaction services. The Presently Indian shopper is investing more energy in online networking and web surfing. In this manner, the permeability of any item is more through the digital medium than conventional marketing strategies. Digital marketing systems incorporate Content Marketing, Ad Words, SEO, Social Media, Email Marketing and Website Design. The key players part players and framework suppliers in Digitization of an Economy are government, managing an accounting framework, Shopping Portal in India, Internet Service Providers and Software Service Providers.

#### **MEANING**

Digital marketing includes promotion of products, brands and services through means of electronic media. Digital marketing is different from traditional marketing as former involves use of methods and channels that helps organisation to analyse marketing campaigns and understand which method or channel is working in real time. Digital marketing helps in monitoring the performance of the online marketing efforts of the marketing department as well as sales related performance of the sales personnel.

#### **OBJECTIVES OF THE STUDY**

*The study has been conducted with the following objectives:*

- To study various emerging trends of digital marketing.
- The impact of digital marketing on the traditional marketing services.

#### **RESEARCH METHODOLOGY**

The study is based on the secondary sources like research papers, articles, websites of companies, data published by various agencies. For the purpose of this research a hypothesis has been developed i.e. the digital marketing has negative impact on the traditional marketing services.

#### **EMERGING TRENDS OF DIGITAL MARKETING**

##### **1. Mobile Marketing and Cross device optimization**

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smart phones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. As 80% internet users owns a smartphone so it is changing the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting websites to reading your content, it's all accessible through a small mobile screen. Effective mobile advertising means understanding the mobile audience, contents are designed with mobile platforms in mind, and are making strategic use of SMS/MMS marketing and mobile apps.

## **2. Artificial General Intelligence**

Artificial general intelligence facilitates digital marketing in various ways as it helps in assorting data so that target customers can be reached. Artificial intelligence does the work in few seconds which if done manually would have taken lot of time.

## **3. Real-Time Marketing**

Real-time marketing involved creating a marketing strategy focused on up-to-date events. Marketers made use of current trends and customer feedback, while working to connect consumers with products and services they could use. Real-time marketing grew in popularity with the rise of social media because it provided businesses with access to real marketers were able to tap into that information and transform it into messages and products that they thought the customer might like.

## **4. Personalization**

Digital marketing helps in offering personalisation to its customers as profile containing personal information of the customer can be maintained so that customised experiences can be offered to the respective customers.

## **5. Advertising through Programmatic TV**

Programmatic TV advertising is the data-driven automation of audience-based advertising transactions. It inverts the industry standard, in which marketers rely on show ratings to determine desirable audiences for their ads. Instead, with programmatic tech, marketers use audience data to pipe advertising to optimal places. Companies like Google, Turn and Tube Mogul helps Brands and agencies to derive benefit from more targeted TV marketing.

## **6. Cross-Device Identification**

Cross-device targeting facilitates to serve targeted advertising to consumers across multiple platforms or devices.

## **DIGITAL MARKETING AND ITS IMPACT ON THE TRADITIONAL MARKETING**

The introduction of demonetization in the Indian economy during last quarter of 2016 it has transformed the economy in the positive sense. Different government digital payment promotion schemes have been propelled. The digital marketing has also attained a recommendable growth after this period and digital marketing sector has undergone a remarkable innovation. To support the hypothesis of this research paper the following factors are taken into consideration which will clear the fact that the digital marketing has adversely affected the traditional marketing services.

- **Opens up growth options for small businesses**

Digital marketing facilitates growth for small business as small business can advertise their products and services across globe. Geographical boundaries do

not exist in case of digital marketing. Even a decade back getting product marketed especially for a small business was a task in itself. Most of the expensive models were just out of their reach and they had to resort to small level methods where the guarantee of success was close to negligible. The digital modes of marketing are customizable and hence much cheaper than traditional marketing services.

- **The Performance is measurable**

The businesses that are using online as the preferred mode of marketing are able to measure the conversion rate through real time using a simple method. That is identifying the percentage of viewers who get converted into leads and then subscribers and in the end finally purchasing the service or product. SEO, Social media marketing and Email marketing are methods which have a high conversion rate as they are able to generate a quick and effective communication channel with the consumer.

Email marketing software allows users to track the performance of their emails; they can know how many were delivered, how many were read and learn all about their conversion rates. Google Analytics is a very effective tool for measuring specific goals to be achieved on a website or blog. Google AdWords manager allows users to monitor the performance of their ads on Google search; they can know how many people viewed their ads and learn all about their conversion rates.

- **Greater return on investment**

Digital marketing offers a substantial return on small investments. Mail marketing or running advertising campaigns on social media platforms cost little when compared to traditional marketing techniques.

- **Easy to adjust**

The performance of the advertisement campaign can be monitored very well in case of digital marketing and hence enable business to make decision that whether to go ahead with this business advertisement campaign or not. For an ad campaign that is performing well, it is easy to invest more in it with just a click. But for an ad that is not delivering as expected, it can be adjusted accordingly or stopped altogether with ease.

In traditional marketing, it is more rigid as lot of paperwork must be signed and in most cases, these agreements are on a long or medium-term basis. So even if a campaign is not performing as hoped, subscribers will still have to wait for the expiration of the agreed period.

- **Brand Development**

Digital platforms of the businesses such as well-developed website, social media channel can be used by the businesses to build their company's brand and reputation. A blog featuring quality and useful articles, a social media channel that is highly interactive are some of the ways by which a business can build its brand.

- **Easy to share**

Most digital marketing channels feature sharing capabilities which allow campaigns and articles to be shared with multiple followers. This helps to create a multiplier effect and has the capacity to tremendously improve sales results.

- **Precise targeting**

The traditional means of marketing does marketing of the product formasses.it does not consider the fact that whether that product or service is meant for those audiences or not an ad runs over a platform with substantial reach with the hope that a few people who love what they see, hear, or read would make a positive approach.

Marketing over digital platforms, on the other hand, allows for targeted campaigning where ads are presented to customers based on their preferences or initial action. For example order confirmation emails, receipt, password reset will only be sent to customers following their action towards the business. In other words, customers get only what they ask for.

Social media platforms usually possess a very smart algorithm that studies user preferences. Such that specific ad campaigns are shown only to users with a specific inkling. This helps to increase the likelihood of sales as well as further cut down on the cost of marketing.

- **Segmentation**

Customer segmentation can be done easily with help of digital marketing. Segmentation is the process in which large customer groups are further broken down into smaller groups of customers according to a particular classification such as on the basis of demographical characteristics, geographical area, buying behavior etc. Segmentation increases the chances of sales, as well as cut down on cost.

Take, for instance, an e-commerce store that deals with women's cosmetics has launched new offers for women. Using digital platforms, offering, such as email marketing solutions which allow the business to send emails to only women. And if an offer is available only in certain regions, residents of given areas can be the only ones who will get the email through email marketing solutions.

To ensure that segmentation works effectively adequate and true information must be collected from the subscribers or audiences of the information. The idea of segmentation is to hold the attention of prospective customers for as long as possible while building a credible reputation of the organisation.

#### **FINDINGS OF THE STUDY**

The world is in a digital age, and millions of people spend so much of their time checking around digital platforms. Businesses are becoming increasingly aware of this fact and therefore leveraging on the popularity of these platforms to promote their goods and services. Marketing is all about connecting with customers in the right place at the right time, and if customers are plentiful online, then this is the best method to be adopted by the businesses.

Regardless of the type of business, be it an app development company or a service provider, businesses can still benefit immensely from subscribing to digital marketing services. With the

help of this paper we analyzed the following reasons for the increasing use of digital marketing among businesses and its impact on the traditional marketing services:

- The digital marketing helps small businesses to grow as it facilitate small enterprises with various growth options.
- The performance of advertising campaign launched over digital media can be measured easily and effectively.
- Digital marketing is a comparatively less expensive method of marketing than traditional marketing.
- Digital marketing is flexible in nature i.e., if any change is required in running advertisement campaign it can be easily done in case of digital marketing.
- A digital marketing channel has more sharing capabilities over traditional marketing.
- Precise targeting can be done easily in case of digital marketing.

#### **CONCLUDING REMARKS**

This paper provides that the continuous and increasing use of digital marketing has put a negative impact on the use of traditional marketing services by the businesses. Due to the convenience, ease, fast, better, cost advantageous, environment friendly approach, regular up to date information are the motivating factors which encourage business houses to use digital marketing over the traditional marketing. The hypothesis developed in this paper is accepted that digital marketing has a negative impact on traditional marketing services.

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## **12. A CASE STUDY ON WOMEN E-ENTREPRENEURSHIP IN NORTHERN REGION IN INDIA: ISSUES AND CHALLENGES**

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### **ABSTRACT**

*This study aims to identify the key factors affecting the success of women in e-entrepreneurship in Northern region in India. Women entrepreneurship needs to be studied as a separate field for two main reasons: (a). Female entrepreneurship is an important source of economic growth in creating new jobs and by being genetically different: women provide different solutions to management and business issues; (b). Female entrepreneurship has been neglected, particularly in business research. Although equal opportunity for men and women in the entrepreneurial field is not a reality in the short range, the progress towards its achievement could be facilitated by a better understanding of the impact of female entrepreneurship on society and its contribution to economic growth.*

**KEYWORDS:** *Entrepreneur, E-Entrepreneur, Women E-Entrepreneur, Economic Growth*

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### **INTRODUCTION**

**“We Have It All and We Can Have It All”**

Progress is impossible without change; and those who don't wish to change their minds cannot achieve anything. Every day we see individuals, organizations and government agencies all over the world linking up electronically to exchange information or to perform business transactions. The Internet has opened whole new avenues for communication and information sharing.

The 21st century has been recognized as the women century, as women are the epicenter of any business or economy including India. Women entrepreneurs have become important players in the entrepreneurial landscape. Although the number is still small as compared to businesses owned by men, this is encouraging as it shows that women no longer adhere to the stereotype



that only men can be wage earners in the family. Besides numerous obligations assigned to women including reproductive chores, such as childcare and doing house work, women can find success through their own e-businesses. Nowadays, a women entrepreneur has become a major role player in accelerating development, including e-entrepreneurship in India and worldwide business operations. Electronic business encompasses all business conducted by means of computer network. Internal and external information and communication processes at enterprises across almost every industry or sector have been increasingly supported by electronic information technologies. The fundamental advance of these technologies empowers women entrepreneurship to facilitate all transactions over web

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped countries. Economic development is possible only with the help of planned and unrelenting business activities. Entrepreneurs are the human agency at the back of such activities. Entrepreneurship is the skill or quality of such human resource, which is snatching opportunities and organizing endeavor for their commercial exploitation. They initiate changes to do ventures in a better way, to get more return from them or to impart more satisfaction to the consumers. Entrepreneurs bring together the productive resources and act as a catalytic agent in the process of economic development. Economic growth of any nation has been attained through the commercial exploitation of inventions by utilizing its available resources-both physical and human-, especially those that are not utilized so far. Entrepreneurship is the skill and ability, which initiate innovations and undertake the risk (Ebran, 2003).

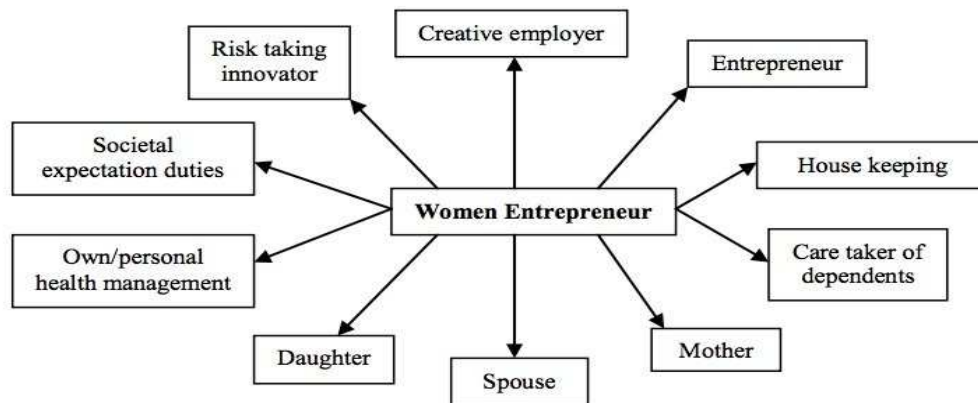
#### **E-ENTREPRENEURSHIP**

An Entrepreneurship consist the process of creating something new and assuming the risk and rewards. Whereas E-Entrepreneurship will consist on creating owner business activity on internet in some area characterized in to sell or able a service something only online, such as email service DVDs, including rental and Books, Computers, T-shirts, Cell phones, Magazine subscription, Software, etc. A single Computer owner can interact with the whole world of Consumers and do business with them. This has given a boost to the concept of Netpreneurship OR E-entrepreneurship. The concept of E-Entrepreneurship is not limited to small e-businesses but includes corporate e-entrepreneurship. E- Entrepreneurs are defined as individuals or organizations engaged in E-Entrepreneurship. It is also anticipated that E-Entrepreneurs will possess similar traits as entrepreneurs, in addition to having 3 expertises in employing technical skills. A 'successful' E-Entrepreneur is one who, along with being profitable in monetary terms, would have also survived external (such as technological changes, competitors, government policies) and internal (for instance, employee turnover, and organizational culture) forces. E-Entrepreneurship is the act of managing an electronic enterprise that has potential to make a profit or incur a loss. Examples of E-Entrepreneurship are google.com, eBay.com, amazon.com, yahoo.com etc. (<http://URL//www.irma-international.org/viewtitle/33220/>)

#### **CONCEPT OF WOMEN ENTREPRENEURS**

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deeply rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as the weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of the social fabric of the Indian society, in terms of the increased educational status of women and varied aspirations for better living, necessitated a change in the lifestyle of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.



**Fig: 1Entrepreneurial Women and her multidimensional roles (Deshpande& Sethi, 2009)**

The Ministry of SS1 & ARI, Government of India defined a women Enterprise as "An SS1 unit of industry related service or business enterprise, managed by one or more women entrepreneurs in Proprietary concerns, or in which she / they individually or jointly have a share capital of not less than 51 Percent as Partners of Share Holders/Directors of Private Limited Company/Member of Co-operative Society (Embran, 2003)

The National Standing Level committee on women entrepreneur (Ministry of Industry) defines “women entrepreneurs as those who operate and control an enterprise and whose holding in the enterprise is at least 51 percent” (Sharma,2013)

#### REVIEW OF LITERATURE

A research involves an in depth knowledge of the key factors which are important to the study. Various libraries in the region were visited, which proved to be very useful for getting an insight into the main objectives of the study and finalizing the research methodology. Some relevant studies are briefly discussed below:-

**Choudhary (2007)** made an attempt to analyze women’s participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. In the process it further attempts to examine the facilitating factors as well as impediments that this class faces in running their units. Policies and programmes of the government also exist to promote and strengthen the development of women entrepreneurship in India. Their study is based on secondary sources of data provided by government reports, internet sources, a review of some selected articles, periodicals, etc. it summarizes the performance of the women enterprises in terms of certain characteristics such as employment generation, gross output, market value of fixed assets and exports.. From their paper it is observed that as observed the success of women entrepreneurs differs from State to State in India. It was also observed that women enterprises are concentrated in the micro segment of the MSME sector.

**Ankurita (2008)** studied the present position of Women Entrepreneurship in India, Economy Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Her paper suggests the various ways to develop

women entrepreneur like Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities it studies the present position of Women Entrepreneurship in Indian Economy

**Deshpande & Sethi (2009)** described the encouraging and motivational factors in an enterprise. it is concluded that there various motivational factors in an enterprise like attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various up- liftment schemes to women entrepreneurs etc. Thus, what else is required is to continue with the above changed trend, emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

**Rao (2012)** focused on identifying the variables that are more challenging to the women entrepreneurs which need to be addressed for the sustainable development of the women entrepreneurs of the region. The findings could help the educational institutions to develop an educational strategy for training the women entrepreneurs. Of the 69 entrepreneurs spread across Coastal Karnataka. The first section of the questionnaire was in the demographic details and the second section was pertaining to the specific challenges in running the business with reference to the different stages in the life cycle of the business. The results reveal that success of women enterprises depends on the formal education and the training received. Most the women entrepreneurs surveyed were married women who feel confident in running and expanding the business with the support from the family members. The important challenges faced by women entrepreneurs in establishing and growing the business were financed, finding the skilled labor and increased competition.

**Nachimuthu & Gunatharan (2012)** discussed the differences between women in other forms of enterprises and the Self Help Groups, and attempts to identify the strength of these two forms of enterprising in empowering women. A study was thus done to analyze the performance of women entrepreneurs in TamilNadu. An attempt was also made to find if there is any difference in performance between SHG women entrepreneur and self-supporting women entrepreneurs. In addition factors influencing the performance of women entrepreneurs were also analyzed. The results show that profitability of the enterprise, loans availed, confidence of women entrepreneurs to succeed are important determinants of the growth of net worth of the enterprises of SHG women over the years of their existence, irrespective of the size of entrepreneurs at present. Entrepreneurship of women has enhanced their economic status and decision making power. Women entrepreneurs in SHGs are more empowered than other (Non SHG) entrepreneurs.

**Dutta & Gailey(2012)** examined the problems and constraints faced by self-employed women in the Pondicherry region. Samples of 120 women were personally interviewed during the period from June to July 1999, of which 42 belonged to rural and 78 to urban areas. The major problems faced by the rural self-employed women were competition for better quality products, and marketing problems. The problems for urban entrepreneurs were, apart from the competition

from better quality products, the difficulty in getting loans. The least problems faced by both rural and urban self-employed women were ignored about schemes, distance from markets, and ignorance about agencies and institutions.

**Pandian et al. (2012)** focused in their studies on the issues regarding women in right perspective. They seem to be right in their attitude because the model of women entrepreneurial leaders and professional executives are plenty. Their study has depended on the secondary as well as primary data regarding the functions, growth, Recent Trends and Development of women Entrepreneur in India .One of the important factors which reflects the progress of women's empowerment, growth in respect of the number of units registered. In the case of Punjab and Maharashtra States registered moderately around 8 per cent out of 100 per cent. The success stories of Women Entrepreneur role model will definitely stimulate the prospective women folk in the years ahead!

**Kaushik (2013)** found out various motivating and de-motivating internal and external factor of women entrepreneurship. The study was conducted in four zones of Hisar. Random technique was adopted for the selection of study areas. A sample of 100 women respondents. Women entrepreneurs faced so many problems in aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the govt. and the financial institution to the women entrepreneur at time to time. What women need for enterprises little training, financial support and motivation at all levels-home, the society and the government. Its hope that suggestion forwarded in the article will help the entrepreneurs in particular to look this problem and develop better schemes by the govt.

**Kurbah (2013)** investigated the multi-factorial nature of women's role in economic development. The findings from his research, using in-depth individual interviews, focus group discussions and the Case study have strongly demonstrated that there was no gender bias in successful entrepreneurship in the East Khasi Hills region. In the analysis of the working lives of Khasi women in northeast engaged in trade, industry and contractual activities, **Nongbri (2008)** states that "given the opportunity Khasi women do not lack in communication or the ability to carry out their entrepreneurial tasks". While training is helpful, success in entrepreneurship requires certain inherent traits as well as a few supporting factors such as finance [**Gopinath, 2011; Newman, 2007; Giannetti and Simonov, 2004**]. While not everyone can become an entrepreneur, there is no reason why women cannot excel and be successful, even in indigenous and low resource countries. But a part of that the facts presented in the study make it clear that Khasi women as important agents of entrepreneurial growth would lead to economic development of the region.

**Alhabidi (2013)** in his thesis discussed the extent to which entrepreneurship is possible for women in Saudi Arabia. His study uses interviews and an online survey to gather information from recognized female entrepreneurs, those officially registered with the Women's Business Center in Alkhuber, Saudi Arabia, about how they founded their businesses, the challenges they have experienced, and the effects of business ownership. The purpose of his study was to examine the experiences of women entrepreneurs in Saudi Arabia, detailing the challenges they face when trying to open their own businesses and how they overcame these challenges. His

study was focused on a group of seven women from Alkhober, Saudi Arabia, which is located in the eastern region of the Kingdom and is the largest commercial center in the eastern region. His study was identifying the opportunities that Saudi women have to develop the Saudi economy in the same ways as their male counterparts. Secondly, his study provides a depth of information regarding the personal experiences of women entrepreneurs in Saudi Arabia.

**Chander & Arora (2013)** were conducted their research among women entrepreneurs in Haryana state. The enterprise included from both urban and rural areas. Information was gathered from 189 enterprises. For selection of enterprise different divisions (mandals) are considered. Haryana has four divisions which are divided into 21 districts. The four divisions consist of Ambala, Rohtak, Gurgaon and Hissar. Three divisions, namely, Ambala, Gurgaon and Rohtak were selected for the survey as these divisions constitute about 93.43 percent of total MSM enterprises of Haryana (2007-08). For analyzing the financial problems faced by women entrepreneurs, two separate types of questions were prepared, one relating to start-up obstacles and second relating to the problems faced in running up of the enterprise

#### **OBJECTIVES OF THE STUDY**

- To explore the reasons for women in e-entrepreneurship.
- To study the characteristics of women as e-entrepreneurs.
- To critically examine the types of issues & problems they encounter in order to reach the level of success.

#### **REASONS FOR WOMEN BECOMING E-ENTREPRENEURS**

The glass ceilings are shattered and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P's, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave the corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. The following flow chart shows the reasons for women becoming entrepreneurs:



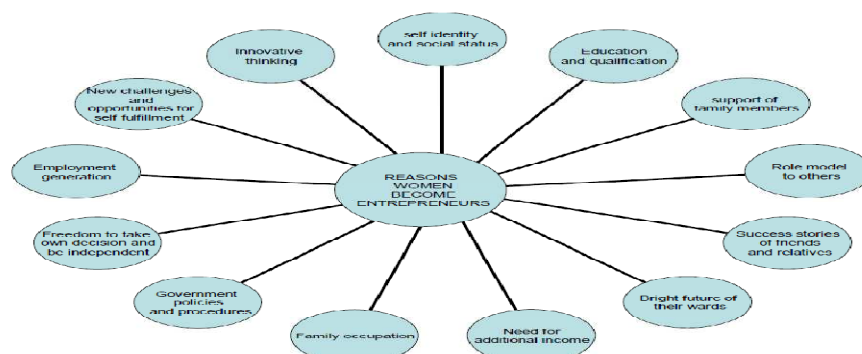


Fig : 2 Reasons For Women Becoming Entrepreneurs (Goyal & Prakash,2011)

### WOMEN FROM TRADITIONAL BUSINESS TO E-ENTREPRENEURSHIP

The new trend no doubt has enabled women entrepreneurs to change the way they work, and interact with their communities and networks. The correct technology when introduced and embraced by women entrepreneurs cedes positive economic and social remuneration for their immediate family, community and nation. Women's financial progression and entrepreneurial activity is supported through Information and communications technologies (ICTs), which include mobiles, computers devices and the Internet, which enable women entrepreneurs to experience advanced business practices, and severing gender barriers imposed due to tradition in both the social and economic spaces. However, the private sector is just beginning to see women as consumers- it has not yet fully realize the potential women entrepreneurs as a vibrant market. The emergence of technology and the Internet has brought about many changes to the way that businesses are now run. The relationship between technological skill and firm development particularly to entrepreneurs is crucial. The importance of ICT to women entrepreneurs cannot be undermined. If in the past women had to deal with men personally and face to face, business through the Internet does not require this aspect. Therefore, face to face business dealings are minimized and women entrepreneurs will not be faced with much discrimination.

**Table: 1 Different Category of Women E-Entrepreneurs in India**

Category-I	Category-II	Category-III
Established in big cities	Established in cities and towns	Illiterate women
Having a higher level technical & professional qualifications	Having a sufficient education	Financially weak
Nontraditional Items	Both traditional and nontraditional items	Involved in family business such as Agriculture, Horticulture, Animal
Sound financial positions	Undertaking women's services-kindergarten, crèches, beauty parlors, health clinic etc.	Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loomsetc.

**STATUS OF WOMEN ENTREPRENEURSHIP IN INDIA**

Women workers account for about 1/3 of all workers. There are over 397 million workers in India, out of which 123 million are women workers. Only a small proportion, 18 million are in the urban areas while 106 million are in rural areas. Not only do a higher percentage of women than men work in the informal economy, women are concentrated in the lower-income segments, working in survival activities or as casual wage workers or home workers. A good example of the enumerator's perception is highlighted in a small survey commissioned by UNIFEM India, which found that 98 out of 100 enumerators did not even put questions regarding the work of women: it was simply assumed that women did not work. Out of the 2002 women in the 1000 households covered, only 4 women were asked about any work they had done in the past year (Census Report, 2011).

**Table 2: Number of women entrepreneur in Punjab**

State	Number of women entrepreneurs	Percentage
Punjab	110	24.4

(Source: The ICFAI University, Journal of Entrepreneurship Development, 5 (4), 2011)

**Table3: Number of women entrepreneur on the basis of age**

<i>Age of Women Entrepreneurs</i>		
Age	No of Women Entrepreneurs	Percentage
Below 30	27	12%
30-40	58	43%
41-50	36	26%
Above 50	29	19%
Total	150	100%

(Source: The ICFAI University, Journal of Entrepreneurship Development, 5 (4), 2011)

**PROBLEMS OF WOMEN ENTREPRENEURSHIP IN INDIA**

- 1. PROBLEM OF FINANCE:** Finance is regarded as "life blood" for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meagre and negligible.
- 2. SCARCITY OF RAW MATERIAL:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the other.
- 3. STIFF COMPETITION:** Women entrepreneurs do not have organization set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

4. **FAMILY TIES:** In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married woman, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition or women's entry in to business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities. In India, majority of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education, women are not aware of business, technology and market knowledge. Also, lack of education cases low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises. Male chauvinism is till the order of the day in India. The constitution of India speaks of equality between genders. But, in practice women are looked upon as able i.e. weak in all respects. Women suffer from male reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male dominated Indian society, women are not treated equal to men. This in turn, serves as a barrier to women entry into business.
5. **LOW RISK- BEARING ABILITY:** Women in India lead a protected life. They are less educated and economically not self- dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infra structural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio- economic constraints also hold the women back from entering into business.
6. **FINANCIAL PROBLEMS:** Finance is a most important aspect of any business. Non-availability of long-term finance, regular and frequent need of working capital and long procedure to avail financial help are found to be the financial problems faced by women.
7. **MARKETING PROBLEMS:** During the process of marketing of products women entrepreneurs faced certain problems viz. poor location of shop, lack of transport facility and tough competition from larger and established units.
8. **PRODUCTION PROBLEMS:** Production problems faced by maximum women are non-availability of raw material. Non-availability of raw material is one of the reasons to the slow growth of women entrepreneurs. Other production problems are non-availability of machine or equipment, lack of training facility and non-availability of labor, high cost of required machine or equipment.
9. **HEALTH PROBLEMS:** Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest and sleep and heavy schedule.

## **CONCLUSION**

It is clear from above mentioned review related studies that around 50 per cent of India's population is women, yet business spheres such as trade, commerce and industry is still considered a male preserve. Among the states, Gujarat, Maharashtra and Karnataka, Tamilnadu have more women entrepreneurs. The problems for urban entrepreneurs were apart from the competition from better quality products, the difficulty in getting loans. The least problems faced by both rural and urban self-employed women were ignored about schemes, distance from markets, and ignorance about agencies and institutions. What motivates a woman to become an entrepreneur is an important aspect of the study. Women's participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. There are several institutional arrangements both at the Centre and the State levels like nationalized bank, state financial corporations, state industrial corporations, district industry centers and voluntary agencies like FICCI's ladies organizations, a national alliance of young entrepreneurs which have been engaged in protecting and developing women entrepreneurs in the country. Furthermore, it will help our understanding of how motivational factors may be used to enhance women self-expression & self-confidence. It will also help in creating a working environment, self-confidence and satisfaction among women. In order to host of other related issues & to gain a deeper understanding & insight into this relatively recent phenomenon of women e-entrepreneurship in this research study will take up. It is hoped that such a study will generate new body of knowledge useful to our policy formulators, planning small business promoter's academicians, existing & potential women entrepreneurs.

Till now very few efforts have been made in exploring the women entrepreneurship in Punjab & Chandigarh. The data available on these aspects are scattered and not very authentic and doesn't help in accurate decision-making. However, it is also a fact that more and more women are getting into the domain of entrepreneurial activities. The efforts of Government of India through various welfare organizations, non-government agencies, Ministry of Commerce and Industry and hosts of other agencies have started looking after and helping the efforts of women entrepreneurs. Encouraged with the efforts made by different agencies. The aim of the present study is to identify challenges and opportunities of women entrepreneurs in Punjab & Chandigarh. This study will highlight many factors that will motivate women entrepreneurs in starting an entrepreneurial career. This study will also attempt to find the motivational factors that drove these women to become entrepreneurs.

## **A SMALL CASE STUDY OF WOMEN ENTREPRENEURSHIP IN ONLINE MARKETPLACE**

An online marketplace encourages merchants of all sizes - an opportunity to trade seamlessly and reach out to a wide customer base both in India and across the world. Both aspiring and existing entrepreneurs can adopt e-commerce as a sales channel by setting up a store on popular online marketplaces. The entrepreneurs need access to a laptop, a camera or a smart phone and a source of supply to set up an online presence and the marketplace takes care of the demand creation, website management, payments & enables logistics tie ups for the shipments. Marketplaces also have teams equipped to provide training on e-commerce and how to sell and

help aspiring merchants understand the expectations of the often demanding online customer. Trust and confidence is again the responsibility of the marketplace who offer customers secure online payments and money back guarantees or replacements. Along with the feedback system or online reputation score, a previously unknown entrepreneur can build a credible brand online. Customers trust the marketplace company brand and feel confident to shop there and hence give even new merchants a chance to establish themselves. Many entrepreneurs are taking to e-commerce and benefitting from a quick start to their business due to the negligible set-up costs and the convenience of selling. This platform is also ideal for women entrepreneurs. A marketplace such as eBay India offers women the flexibility to conduct their business at their own convenience. With minimal costs, women are able to start and expand their business by operating from their own comfort zone. They can also leverage the global presence of eBay India by exporting their products across the globe. For instance, the Tier 2 or 3 cities of the country are known for their traditional genre of products which have high demand in foreign countries. So, a women entrepreneur from a place like Kanchipuram in Tamil Nadu can export her exclusive sarees to 145 million active buyers in 201 countries across the globe on eBay India without worrying about demand generation, marketing costs, delivery challenges and so on. She simply photographs and lists the sarees and the marketplace takes over from there. Ms. Parul Arora, a Delhi-based woman entrepreneur, started selling on eBay India eight years ago as an experiment. Today, she runs a successful online store from a separate office, has global customers and employs 9 people. Online shopping has now become a way of life for young, online Indians. With affordable and easy access to high speed internet as well as increased awareness, we see many more consumers latching onto online shopping. The time is thus right for women entrepreneurs to establish their presence on online marketplaces and realize their true potential.

“OURS TIME IS HERE, OURS TIME IS NOW”

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### **13. EFFECTIVE ADVERTISING ELEMENTS FOR THE POSITIONING AND SALES OF FMCG BRANDS IN INDIA: AN EMPIRICAL STUDY**

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#### **ABSTRACT**

*Over the centuries, Societies used symbols, and pictorial signs to attract their product and service users. Also in the early ages, these were handmade and were produced at limited scale for the promotions. So, Companies used the tool of advertising to promote their product across the target audience. The purpose of this research paper is to find out the effective advertising elements, which are used by different kinds of FMCG companies in their various types of advertisement strategies for the positioning and sales of FMCG brands in India. A scale was developed to identify the factors revealing elements of advertising for the sales and promotion. Total 35 variables were selected to find out the elements of advertising. A simple random sampling method of 600 customers' was taken from Patiala and Ludhiana districts of Punjab state (India).*

*This research study result revealed various effective elements of advertising for the sales and promotion of FMCG brands and all these elements are playing important and least important role in advertising strategies also. The advertisers and FMCG companies can take proper and appropriate action and decision to improve their advertising strategies by keeping in their mind the concerned different advertising issues. Also, by the helps of this companies can find their strengths and weaknesses and compare their image with their competitor's. Practical implications and the future study directions also have been given at end of the paper.*

**Keywords:** Advertising element, Positioning and Sales, FMCG products, Indian FMCG sector.

#### **INTRODUCTION**

The evolution of advertisement dates back into the ancient times. Societies used symbols, and pictorial signs to attract their product and service users. Over centuries, these elements were used for the promotion of products. In the early ages, these were handmade and were produced at limited scale for the promotions. Later on, this phenomenon used and gained strength more intensively for promotional purposes. In today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer, FMCG companies and the user of the products. So long as, "Advertising is not about creating great works of art, it is about creating communications that are designed to accomplish specific business or social objectives. The understanding of human beings as well as their cultural and language

diversity is fundamental in creating effective conceptualization, imaging and messaging in marketing and advertising".

Advertisement is an important element of the promotional mix. Advertisement is a form of message by which we can aware the customers about the product or services; it can be a mode of communication. In brief it is a marketing tool for the companies to attract, and retain the customers. As Per the marketing Guru (Philip Kotler) - "Advertising can be defined as a paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor". Hence, in a simple sense, "It is a method to pass on the message to the end user".

#### **ELEMENTS OF EFFECTIVE ADVERTISING**

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services, etc. So, Companies use the tool of advertising to promote their product across the target audience. Moreover, what one seeks is an ad which will capture its reader/audience/viewer instantly and convert them into buyers/consumers of their product. On the whole, advertisements operate according to the principle of AIDA, which revolves around grabbing the Attention, generating an Interest, stimulating a Desire to purchase and eventually convincing him to take Action in the form of purchase.

On the other hand, Sales promotion (SP) is an inevitable tool in the marketing communications mix, especially in the FMCG markets, due to pressures such as retailers' growing demands and increasing competition. This has proven to be an issue for many companies, especially those with a premium brand positioning and those concerned about the impact that SP might have on the long-term image of the company.

#### **CHARACTERISTICS OF EFFECTIVE ADVERTISING ELEMENTS**

- i. Advertising must be an extension of a good marketing communication strategy. If it differs from the other components of the strategy, then it is not meeting the goals of the strategy and perhaps creating unintended results or messages. Therefore, when company wants to creates advertisements, companies should try to keep the message consistent, short and simple.
- ii. Advertising needs to be relevant to the consumer's needs, wants, and values. Marketers often create advertising that is stated in a way that relates to the marketer's needs, wants and values, instead of the consumers. It is essential to find what the consumer needs and then to direct companies advertising messages to those needs.
- iii. It is getting harder and harder to get a consumer's attention these days, therefore, companies should design their advertisements in such a way that it cuts through all the other things that are trying to get the consumer's attention as well. Consumers tend to block out advertisements, so you need to try and find a unique way of getting them to pay attention. There are many ways of doing this. Advertisers or FMCG companies can use humor, sound, lack of sound and many more.

- iv. First, Advertising should be truthful. Being honest is not only ethical; it is also the intelligent way of doing business. No one likes being deceived, and if deception occurs, the consumer will have a negative view of the company. Therefore, company business will make it a lot further with positive attitudes.
- v. Sometimes advertisement creators get so caught up in designing a creative, cool advertisement that they fail to effectively deliver a message that will facilitate the success of their marketing communications strategy. The final outcome of companies advertising efforts should be to sell their products, not to have advertisements that look amazing and win all kinds of awards. The awards for your creativity won't sell your innovations.

#### **FMCG PRODUCTS**

Those products which can be sold quickly at a relatively low cost and have a quick turnover. Further, FMCG products can be replaced within a year. FMCG's generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG's may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars.

#### **INDIAN FMCG SECTOR**

The Indian FMCG sector is the fourth largest sector in the economy characterized by the strong MNC presence, well established distribution network, low operational cost, and intense competition between the organized and unorganized players. In the India's economic growth, an estimated market size of the Indian FMCG sector is Rs.1, 300 billion. Particularly, the sector has shown an average annual growth of about 11% per annum over the last decade. There are approximately 12-13 million retail stores in India, out of which 9 million are FMCG Kiraana (grocery) stores. Now days, the FMCG sector has changed its advertising strategies and has opted for a more well-planned integrated marketing communication for their products/services to penetrate both the rural and urban FMCG markets. Altogether, FMCG products require marketing; Marketing is done to launch a product. So, if we have to launch a new product in the market advertisement is a must.

#### **REVIEW OF LITERATURE**

Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as a communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process (Arens, 1996). Dunn et al. (1978) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Morden (1991) is of the opinion that advertising is used to establish a basic

awareness of the product or service in the mind of the potential customer and to build up knowledge about it. A company cannot make dream to be a well-known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Hussainy et al., 2008). Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. Because, positive emotional appeals also provide a strong brand cue and stimulate category-based processing (Abideen and Latif, 2011). In addition Niazi *et al.* said that advertising is an effective tool to attract people and to divert their attitude positively toward product. There is a moderate relationship between consumer purchase attention, environmental factors and emotional factors. If consumer is emotionally attached with the product he/she will prefer to purchase that product. Çelebi, Si İ (2009), the study examined how 'shopping considerations of FMCGs' was affected by such factors as price, quality, quantity, product experiments, package, organizational trust, promotion, word of mouth (WOM), advertising, Turkish products, and imported products. The result showed that shopping decisions of FMCGs were significantly affected by price, quality, product experiments, organizational trust, and WOM among all of the factors. Price of the product was important for the respondents; whereas, some respondents stated (without questioning them) that they wouldn't prefer a low quality product because of it simply being cheap. Participants evaluated price and quality at the same time and wanted to get more value at a lower price.

#### **RESEARCH OBJECTIVE**

- To know the more effective advertising elements for the positioning and sales of FMCG brands in India.

The purpose of this research paper is to find out the effective advertising elements, which are used by different kinds of FMCG companies in their various types of advertisement strategies (i.e. Television, Newspaper, Online, F.M. Radio, Hoarding, Magazine/Journal and Poster or Pamphlet) for the positioning and sales of FMCG brands in India.

#### **RESEARCH METHODOLOGY**

##### ***Population***

Those customers who use and consume different types of FMCG products in the cities of Punjab i.e. Patiala and Ludhiana were taken as the population of this study.

##### ***Sampling Technique and Sample Size***

A simple random sampling method of 600 customers, from 300 each districts i.e. Patiala and Ludhiana of Punjab state (India) was shared up for the current study in which respondent of the study was requested to complete the structured questionnaire on voluntary basis.

##### ***Data Collection Technique and Instrument***

The data were collected by means of well developed, structured and verified scale. All of the questionnaires were distributed among the respondents in the defined areas personally by the researchers. The data were collected in the period of 90 days and then responses were fed into the Statistical Package for Social Sciences (SPSS) version 19.0 for analysis and evaluation. The

sub parts of instrument are taken from different studies. The response of items were measured on 5- point Likert scale ranging from (1= very ineffective, 5= very effective).

#### **Data Analysis Techniques**

The scale so generated was based on the strong literature survey and in consultation with practitioners and professionals in the field of advertising of FMCG brands. The pre-pilot survey was done to improve the questionnaire. The improved questionnaire was subjected to the pilot survey for further improvements and later, the full scale survey was done. The visual inspection of the correlation matrix, commonality, mean and standard deviation, scale reliability (Cronbach's Alpha) and Measures of Sampling Adequacy (Kaiser-Meyer-Olkin) were used before using Factor Analysis. Bartlett's test of Sphericity and Correlations were also used for verification of factor analysis results.

#### **ELEMENTS OF ADVERTISING FOR FMCG BRANDS IN INDIA**

The factor analysis technique applied on the elements of advertising that are more effective for the positioning and sales of FMCG brands, the various variables (elements) of advertising revealed some specific factors, which clearly define the effectiveness of elements. Seven factors extracted from the thirty-three variables explained 65.086% of variance and each factor was defined by at least three scale items. These specific factors extracted were ***Body of Message, Persuasiveness, Product's Details, Message Appeal, Theme, Image, and Subconscious Message***. These factors explain the effectiveness of advertising elements of the sales and promotion of FMCG brands in India, which were considered to be significant by the respondents.

#### **SCALE DEVELOPMENT**

A scale was developed to identify the factors revealing elements of advertising for the sales and promotion. The literature for the same was reviewed as shown in literature survey and 35 variables were selected to find the elements of advertising. During the discussion, with the experts in the field of advertising and marketing, many items were added and deleted. Scale reliability analysis was performed and two items i.e. "Celebrities and Occasions and methods of use" were deleted finally resulting into 33 items as shown in Table 1. The respondents were asked to rate 33 variables, on five points Likert scale, which ranged from very ineffective to very effective for the purpose of factor analysis.

#### **SCALE REFINEMENT**

Item wise reliability analysis was performed on selected variables to retain and delete scale items for developing a reliable scale. For the purpose of reliability assessment of scale concept of uni-dimensionality, reliability and validity had already discussed in research methodology. The scale generated for this objective was refined and purified for reliability, validity and uni-dimensional. Inter item correlations and Cronbach's Alpha statistics were employed to conduct reliability analysis and to know extend to which items were correlated with a set of items under consideration.

**Table 1: Scale Reliability Analysis (Elements of Advertising)**

Variables	Communalities		Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted	Mean	Std. Dev.
	Initial	Extraction				
Theme	1.000	.577	.583	.933	3.3600	1.02900
Catchy words	1.000	.717	.620	.931	3.3133	1.21420
Way of presentation	1.000	.628	.549	.933	3.5050	1.11896
Sense of humor	1.000	.501	.522	.936	3.7250	1.08228
Free offers	1.000	<b>.504</b>	.686	.934	3.5000	1.24737
Animation	1.000	.571	.554	.932	3.4950	1.32145
Features or benefits of the product	1.000	.708	.506	.932	3.4483	1.30518
Availability of the product	1.000	<b>.811</b>	.558	.932	3.4500	1.37014
Comparison with other product	1.000	.682	.587	.931	3.4850	1.33644
Shape, Size and space of words	1.000	.670	.644	.931	3.3417	1.39935
Graphics and Picture or Logo	1.000	.683	.663	.931	3.5283	1.31228
Color and Composition	1.000	.680	.674	.931	3.5683	1.26412
Body and Headlines	1.000	.528	.564	.933	3.1900	1.32545
Sound/Music	1.000	.610	.648	.933	2.9083	1.35141
Words with a visual image	1.000	.733	.578	.932	3.2383	1.30039
Just the printed words	1.000	.733	.525	.932	3.0783	1.33735
Picture describe a scene/story	1.000	.672	.590	.931	3.1867	1.36440
Punch line/Slogan	1.000	.637	.655	.931	3.4233	1.34181
Persuasive	1.000	.789	.629	.931	3.1850	1.32931
Relevant	1.000	.556	.563	.932	3.1650	1.37632
Surprising	1.000	.600	.577	.932	3.0917	1.35388
Unique or Innovative	1.000	.635	.626	.931	3.3550	1.36458
Clear message	1.000	.512	.502	.936	3.8483	1.09727



<b>Originality</b>	1.000	.510	.613	.936	3.5667	1.26421
<b>Company image</b>	1.000	.656	.539	.934	3.4733	1.27619
<b>Brand image</b>	1.000	.590	.522	.934	3.7750	1.24511
<b>Word of mouth (from friends or relatives)</b>	1.000	.719	.669	.930	3.2800	1.37771
<b>Salesman information</b>	1.000	.781	.693	.930	3.3450	1.31740
<b>Company leaflet or brochure information</b>	1.000	.762	.679	.930	3.3650	1.37657
<b>Quality of audio/video</b>	1.000	.667	.660	.931	3.1917	1.39577
<b>Eye-catching words</b>	1.000	.804	.685	.930	3.2383	1.33085
<b>Funny Appeal</b>	1.000	.805	.616	.931	3.1733	1.39757
<b>Emotional Appeal</b>	1.000	.650	.635	.931	3.3217	1.34581

#### FACTOR ANALYSIS

Exploratory factor analysis was conducted as a means of data reduction, to see if the face validity of the items held (Pallant, Julie (2001). The items of the attitude scales were subjected to principal component analysis (PCA) using SPSS. Prior to performing PCA the suitability of data for factor analysis was assessed. The correlation matrix revealed many coefficients of .3 and above as shown in Table2.

The Kaiser-Meyer-Olkin (KMO) measure was **0.924** exceeding the recommended value of **0.6** (Tabachnick and Fidell, 1996; and Kaiser, 1974) and the Bartlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, supporting the factorability of the correlation matrix. Principal Component Analysis (PCA) revealed the presence of seven components with Eigenvalues exceeding 1, explaining 65.086 percent of the variance. The variance explained by each factor is shown in Table 3.

The value of communities using principal component analysis ranged from **.504 to .811** (Table 1). Here, it is pertinent to mention that commonality  $\geq 0.5$  is sufficient for the explanation of constructs (Hair et al., 2009). All these values show factors analysis has extracted good quantity of variance in the items. Hence, all the requirements of reliability, validity and uni-dimensionality are met.

#### PEARSON CORRELATION ANALYSIS

Pearson's Correlation Coefficient (Pearson's  $r$ ) is a method of calculating the relationship between variables. Correlation analysis was used to measure the degree of relationship between the 33 main independent variables of advertising (elements). The main purpose to conduct correlation analysis was to measure whether the thirty-five main variables were independent

from each other or not. As a rule of thumb, if a correlation coefficient value of  $r$  indicates 0 to .2, there is a weak relationship between the variables. If  $r$  values of .3 to .6, generally considered moderate, and .7 to 1 is strong (Dancey and Reidy, 2007).

According to the scale used if all the 35 items get a rating of 5 each, the total score would be 175. The mean score of the respondents was 1.1112 (Table 3). The correlation matrix was computed as shown in Table 2. The mean correlation was 3.367 and it varies from 2.908 to 3.848 with a range .940. There was a sufficient correlation to go ahead with factor analysis.

**Table 2: Correlation Matrix of Elements of Advertising's Variables**

	E1	E2	E3	E4	E5	E7	E8	E9	E10	E12	E13	E14	E15	E16	E17	E18	E19	E20	E21	E22
E1	1																			
E2		1																		
E3			1																	
E4				1																
E5					1															
E7						1														
E8							1													
E9								1												
E10									1											
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E35	E34	E33	E32	E31	E30	E29	E28	E27	E26	E25	E24	E23
0.34	0.3	0.4	0.4	0.3	0.3	0.3	0.5	0.11	0.03	0.02	0.4	0.3
0.46	0.4	0.5	0.4	0.4	0.4	0.4	0.1	0.15	0.08	0.01	0.4	0.4
0.29	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.16	0.08	0.07	0.3	0.2
0.51	0.6	0.5	0.1	0.6	0.1	0.7	0.3	0.4	0.25	0.26	0.5	0.4
0.29	0.3	0.3	0.3	0.2	0.2	0.2	0.5	0.21	0.06	0.25	0.3	0.2
0.37	0.3	0.3	0.3	0.4	0.4	0.4	0.6	0.1	0.01	0.02	0.4	0.3
0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.04	0.21	0.3	0.2
0.36	0.3	0.4	0.3	0.3	0.3	0.3	0.2	0.11	0.11	0.22	0.3	0.3
0.38	0.3	0.4	0.3	0.4	0.4	0.4	0.1	0.2	0.21	0.23	0.3	0.4
0.44	0.4	0.5	0.5	0.7	0.6	0.6	0.3	0.2	0.11	0.14	0.4	0.4
0.37	0.4	0.4	0.4	0.5	0.6	0.6	0.2	0.4	0.22	0.15	0.4	0.3
0.4	0.4	0.4	0.4	0.6	0.6	0.5	0.2	0.7	0.25	0.21	0.4	0.3
0.26	0.2	0.3	0.3	0.4	0.5	0.4	0.5	0.6	0.09	0.1	0.3	0.2
0.27	0.2	0.2	0.3	0.3	0.3	0.3	0.7	0.3	0.03	0.05	0.3	0.3
0.39	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.1	0.04	0.01	0.3	0.3
0.35	0.4	0.4	0.3	0.4	0.3	0.3	0.1	0.6	0.02	0.02	0.3	0.3
0.43	0.3	0.4	0.4	0.4	0.4	0.3	0.5	0.5	0.01	0.01	0.5	0.5
0.46	0.4	0.4	0.4	0.5	0.5	0.5	0.2	0.1	0.04	0.05	0.5	0.5
0.42	0.4	0.4	0.4	0.4	0.4	0.4	0.1	0.2	0.07	0.03	0.6	0.6
0.38	0.4	0.4	0.4	0.4	0.4	0.4	0.2	0.5	0.03	0.04	0.6	0.6
0.35	0.4	0.5	0.4	0.4	0.4	0.4	0.1	0.1	0.05	0.02	0.5	1
0.42	0.4	0.4	0.5	0.4	0.4	0.4	0.2	0.3	0.02	0.06	1	
0.07	0.1	0.5	0.1	0.5	0.1	0.6	0.3	0.4	0.26	1		
0.02	0.1	0.1	0.1	0.1	0.5	0.1	0.5	0.4	1			
0.15	0.2	0.2	0.2	0.2	0.2	0.3	0.5	1				
0.14	0.2	0.2	0.2	0.3	0.3	0.4	1					
0.39	0.4	0.4	0.5	0.7	0.7	1						
0.45	0.4	0.4	0.5	0.8	1							
0.47	0.4	0.5	0.5	1								
0.5	0.6	0.7	1									
0.63	0.8	1										
0.67	1											
1												

### Extraction of Factors

In order to identify the underlying elements of advertising, exploratory factor analysis was employed. The respondents were asked to rate thirty-three variables, on a five point Likert scale, ranging from strongly disagrees to strongly agree. All the factors having loading more than 0.5 were considered good and in the present concern the loading ranged from .611 to .838. Items with factor loadings <0.5 were removed. The seven factors, so generated have Eigenvalues ranging from 1.164 to 11.375. The factor analysis results are validated as shown in table 4.

**Table 3: Factor analysis results for Elements of Advertising  
(Varimax-Rotated results and scale reliability)**

Variables	Factors						
	1	2	3	4	5	6	7
Salesman Information	.785						
Company Leaflet or Brochure Information	.762						
Word of Mouth (from friends or relatives)	.737						
Shape, Size and Space of words	.680						
Graphics and Picture or Logo	.668						
Color and Composition	.643						
Body and Headlines	.639						
Persuasive		.828					
Picture Describe a Scene/Story		.712					
Surprising		.683					
Unique or Innovative		.678					
Relevant		.662					
Punch Line/Slogan		.661					
Availability of the Product			.838				
Features or Benefits of the Product			.760				
Comparison with other Product			.723				
Animation			.645				
Funny Appeal				.808			
Eye-Catching Words				.762			
Emotional Appeal				.656			
Quality of Audio/Video				.633			
Way of Presentation					.760		
Catchy Words					.694		
Theme					.682		
Free Offers					.666		
Company Image						.790	
Brand Image						.705	
Originality						.701	
Clear Message						.630	
Sense of Humor						.611	
Just the Printed Words							.778
Words with a Visual Image							.727
Sound/Music							.711
<b>Eigen Value</b>	<b>11.375</b>	<b>2.623</b>	<b>1.931</b>	<b>1.686</b>	<b>1.422</b>	<b>1.278</b>	<b>1.164</b>
<b>% Variance</b>	<b>34.468</b>	<b>7.950</b>	<b>5.850</b>	<b>5.109</b>	<b>4.310</b>	<b>3.873</b>	<b>3.526</b>
<b>Cumulative % Variance</b>	<b>34.468</b>	<b>42.418</b>	<b>48.268</b>	<b>53.377</b>	<b>57.687</b>	<b>61.560</b>	<b>65.086</b>
<b>Scale Reliability alpha (Cronbach's Alpha)</b>	<b>.904</b>	<b>.879</b>	<b>.847</b>	<b>.878</b>	<b>.771</b>	<b>.737</b>	<b>.787</b>
<b>Cronbach's Alpha= .934, Kaiser-Meyer-Olkin Measure of Sampling Adequacy=.924, Bartlett's Test of Sphericity (Approx. Chi-Square= 1.097, Df=528, Sig= .000, Mean=1.1112</b>							

### **Factor one (Body of Message)**

The first factor alone has explained 34.468% of the total variance in the factor analysis solution and has been labeled as *Body of Message*. It includes seven variables; i.e. *Salesman Information, Company Leaflet or Brochure Information, Word of Mouth (from friends or relatives), Shape-Size and Space of words, Graphics and Picture or Logo, Color and Composition, Body and Headlines*. Variable color plays a significant role in triggering emotions in people. So, Color is considered as one of the most effective elements in advertising. A study of phone directory ads by Derrick Daye (2007) concluded that ads in color are read up to 42% more than black and white ads. Market researchers argue that color affects purchasing habits of the customers. Beltramini & Blasko (1986) made an analysis of award-winning Headlines to identify the contributing factors for advertising; headlines of these print ads were utilized as the focus of analysis. The results indicated that consumers want varieties in their advertisements of FMCG products as they are free to take decisions or select elements of advertising. They want from them based on their previous experience and advertisement information they got through the process of advertising. The Scale reliability alpha of this factor is .904 and factor loading ranges from .785 to .639. *The Salesman Information variable* has highest loading in this factor. The inter item correlation ranges from .411 to .824 and item to total correlation ranges from .564 to .693. It covers 11.375 of the Eigen values.

### **Factor Two (Persuasiveness)**

Six variables are loaded on the second factor. This factor is labeled as *Persuasiveness* and based on six variables. Respondents reveal, there are *Persuasive, Picture Describe a Scene/Story, Surprising, Unique or Innovative, Relevant, Punch Line/Slogan* influence the decision of customers either to go or not for the purchase of FMCG products. In addition, Persuasive ads are deceptively simple, yet they follow a proven formula, tested over the span of a hundred years in advertising. As a result, apply the six elements of persuasive ads in your marketing communications. This factor has explained 7.950% of the total variation in the factor analysis. The factor loading ranges from .828 to .661. The inter item correlation ranges from .424 to .717 and item to total correlation ranges from .563 to .655. It covers 2.623 of the Eigen values.

### **Factor Three (Product's Details)**

Factor third is developed with another four variables; i.e., *Availability of the Product, Features or Benefits of the Product, Comparison with other Product, Animation* to advertising. It has been labeled as *Product's Details*. This category's results indicated that, these elements are important for advertisers or advertisement companies. In fact, they should create consumer friendly ads by adding product's features in it which would be more attractive, helpful and effective for consumers in the positioning and sales of FMCG brands in India. This factor has explained 5.850% of the total variation in the factor analysis and indicates the importance of this factor for elements of advertising. The factor loading ranges from .838 to .645. The inter item correlation ranges from .433 to .663 and item to total correlation ranges from .506 to .587. It covers 1.931 of the Eigen values.

#### **Factor Four (Message Appeal)**

Factor fourth *Message Appeal* developed from the four variables, i.e. *Funny Appeal, Eye-Catching Words, Emotional Appeal, and Quality of Audio*. The result indicated that respondents demand such type advertisements from the FMCG companies in the form of Funny and Emotional Appeal etc. As emotional advertising is considered to be most effective tools, so that consumer ultimately gives emotional response to that product (Brassington and Pettitt, 2001). Normally, a positive relationship between visual, verbal and text intensity of media and emotional response has been found (Bezjian-Avery et al. 1998).

Now days, All these elements are considered as the strongest key elements of advertising for the sales and promotion of FMCG products in India.

This factor has explained 5.109% of the total variation in the factor analysis. The factor loading ranges from .808 to .633. The inter item correlation ranges from .501 to .749 and item to total correlation ranges from .616 to .685. It covers 1.686 of the Eigen values.

#### **Factor Five (Theme)**

Four variables are loaded on the fifth factor. This factor is labeled as *Theme*, based on four variables i.e. *Way of Presentation, Catchy Words, Theme, and Free Offers*. The creative presentation and language of TV advertisements of Nestle are successful to convey Message, Emotion, Value system regarding the product (Kumar, Naveen et al. 2011). Naik et al. (1998) considering the evolution of goodwill and advertising effectiveness over time for different ad themes. The results of this category show that catchy words and free offers are the important part and elements for sales promotion and positioning of FMCG products. This factor has explained 4.310% of the total variation in the factor analysis and indicates the significance of this factor for the elements of advertising. The factor loading ranges from .760 to .666. The inter item correlation ranges from .346 to .603 and item to total correlation ranges from .549 to .686. It covers 1.422 of the Eigen values.

#### **Factor Six (Image)**

Factor sixth is developed with another five variables; i.e., *Company Image, Brand Image, Originality, Clear Message, Sense of Humor*. It has been labeled as *an image*. Zhang, Yi (2015) establishes the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share. Naturally, Brand image remains the dominant impact factor of consumption decisions. Without doubt, the Positive brand image could be established by connecting the unique and strong brand association with consumers' memories through marketing campaigns. Martineau (1957) Brand image reflects the consumers' characteristics, and they purchase the brand to express themselves. Further, Brand Image is perceived as an important driving force of customer loyalty. Moreover, with an image analysis you are able to gauge quickly how your company is perceived. Also, Companies can find their strengths and weaknesses and compare their image with their competitor's. With the results of the analysis, companies will make concrete recommendations regarding



communication measures and image care. Considering the relationship between advertising and brand image, one would need to rethink the assumption that advertising has such a powerful influence on the company's image. Malik, Muhammad Ehsan et al. (2013) found Brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. People perceive the brand image with positive attitude. Kumar, Naveen et al. (2011) also found that, the message and creativity of advertisement are the utmost important factors which help to remember the product as well as brand, ultimately influencing the purchasing of consumers. The factor loading ranges from .790 to .611. The inter item correlation ranges from .246 to .495 and item to total correlation ranges from .502 to .613. It covers 1.278 of the Eigen values.

#### **Factor Seven (Subconscious Message)**

Factor seventh *Subconscious Message* developed from the three variables, i.e. *Just the Printed Words, Words with a Visual Image, Sound/Music*. This Subconscious Message factor is a key component/factor in elements of advertising. This emphasizes the notion that advertising companies maintain the ability to control the hidden messages about their positioning and sales of FMCG products. These above three variables are the part of subliminal (Subconscious) Message Advertising elements. Just printed words and Word with a Visual Image could be better option for advertising elements to FMCG products. Because in this type of advertising there will be a hidden message for customers, which will attract the customers to identify the advertisements in an easy way that will good for the sales and positioning of FMCG brands.. A subliminal message is a signal or message designed to pass below (sub) the normal limits of perception. For example, it might be inaudible to the conscious mind (but audible to the unconscious or deeper mind) or might be an image transmitted briefly and unperceived consciously and yet perceived unconsciously, it may be more true to suggest that the subliminal message (sound or image) is perceived by deeper parts of what is a single integrated mind. This factor has explained 3.326% of the total variation in the factor analysis. The factor loading ranges from .778 to .711. The inter item correlation ranges from .513 to .631 and item to total correlation ranges from .525 to .648. It covers 1.164 of the Eigen values.

#### **VALIDATION OF FACTOR ANALYSIS RESULTS**

Tracking Table 4 into account, an attempt has been made to validate the factor analysis results by calculating "Correlation between summated scales" and "Correlation between a representative of factors and summated scales".

**Table 4: Validation of factor analysis results Elements of Advertising**  
**Table 4 (a) Correlation between summated scales**

Factors	Body of Message	Persuasiveness	Product's Details	Message Appeal	Theme	Image	Subconscious Message
Body of Message	1						
Persuasiveness	.494**	1					
Product's Details	.468**	<b>.499**</b>	1				
Message Appeal	.408**	.402**	.471**	1			
Theme	.437**	.483**	.473**	.427**	1		
Image	.176**	.136**	.043	.213**	.112**	1	
Subconscious Message	.435**	.488**	.467**	.454**	.369**	.064	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4 (b) Correlation between representatives factors and summated scales**

Variables/Factors	Body of Message	Persuasiveness	Product's Details	Message Appeal	Theme	Image	Subconscious Message
Salesman Information	<b>.850**</b>	.449**	.451**	.471**	.268**	.209**	.460**
Persuasive	.540**	<b>.863**</b>	.414**	.489**	.280**	.175**	.400**
Availability of the Product	.409**	.375**	<b>.890**</b>	.370**	.291**	.095**	.390**
Funny Appeal	.533**	.473**	.406**	<b>.893**</b>	.355**	.228**	.394**
Way of Presentation	.344**	.408**	.403**	.434**	<b>.754**</b>	.118**	.302**
Company Image	.183**	.137**	.044	.158**	.145**	<b>.802**</b>	.066
Just the Printed Words	.405**	.398**	.349**	.380**	.219**	.118**	<b>.854**</b>

\*\* . Correlation is significant at the 0.01 level (2-tailed)

The score of the correlation between the seven factors in elements of advertising was **<.499**, therefore they are independent from each other, and multicollinearity is not occurring at all.

The Pearson correlation matrix (Table 2) was used to state the relationship between the variables in the research model and illustrate the relationship between the factors (Table 4) constituting the overall advertising variable, and the other overall variables used for this study. Preliminary analysis was performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. The values for communalities range from .504 to .811. Here, it is pertinent to mention that Eigen value  $\geq 1.0$  and communalities  $\geq 0.5$  are sufficient explanations of constructs

(Hair et al., 2009). The factor analysis results were valid as the correlation among summated scales and representative variables was high ( $\geq 0.5$ ) and it was low among summated scales ( $\leq 0.5$ ).

#### **FINDINGS OF THE STUDY**

This research study helps us to find out the effective elements of advertising for the sales and promotion of FMCG brands in India and all these elements are playing important and least important role in advertising strategies also, So that the advertisers can take proper and appropriate action and decision to improve their advertising strategies by keeping in their mind the concerned different advertising issues. On the whole, advertisers must ensure and they should focus on the elements of advertising for the betterment and effectiveness of FMCG brands in the positioning and sales of FMCG brands in India.

The advertising element color plays a significant role in triggering emotions in consumers and customers. So, Color is considered as one of the most effective elements in advertising of the FMCG brands. Naturally, Market researchers argue that color affects purchasing habits of the customers. Without doubt headlines are also identified as the contributing and effective element for advertising; headlines of print ads are utilized as the focus of analysis. Furthermore, Innovative and Uniqueness of advertisements influence the decision of customers either to go or not for the purchase of FMCG brands. In addition, Persuasive or Convincing ads are deceptively simple, yet they follow a proven formula, tested over the span of a hundred years in advertising. Obviously, when customers preferred these elements, then automatically sales and position of FMCG brands will be improved. The results of the analysis show that catchy words and free offers are the important part and elements for sales promotion and positioning of FMCG brands. Naturally, Brand image remains the dominant impact factor of consumption decisions. Without doubt, the Positive brand image could be established by connecting the unique and strong brand association with consumers' memories through advertising campaigns. Further, Brand Image is perceived as an important driving force of customer loyalty. Considering the relationship between advertising and brand image, one would need to rethink the assumption that advertising has such a powerful influence on the company's image.

Finally, Just printed words and Word with a Visual Image could be better option for advertising elements of FMCG products. Because in this type of advertising there will be a hidden message for customers, who will attract the customers to identify the advertisements in an easy way that will good for the sales and positioning of FMCG brands. Results indicated that, these elements are most important for advertisers and advertisement companies.

#### **CONCLUSION**

The FMCG Sector in India is characterized by throat-cut competition, which leads to brand proliferation in various categories of the FMCG products. In such a scenario, it is very essential to study how consumers make their choices in FMCG category where there are several brands in the consideration set of the consumer. Since the final risk being low, consumers do not mind switching from one product to another due to sales promotion offers. Thus it becomes imperative

to the marketer to learn about consumer preferences with respect to sales promotion offers, what schemes do the consumers prefer for what kinds of products, which advertising strategies they prefer to learn about the schemes, whether they prefer incentives immediately or at a later date.

The results indicated that consumers want varieties in their advertisements of FMCG products as they are free to take decisions or select elements of advertising. They want from them based on their previous experience and advertisement information they got through the process of advertising. In fact, advertising companies should create consumer friendly ads by adding product's features in it which would be more attractive, helpful and effective for consumers in the positioning and sales of FMCG brands in India. Currently, consumers demanded such type advertisements from the FMCG companies; they should be combination of Funny and Emotional Appeal etc. Now days, All these elements are considered as the strongest key elements of advertising for the sales and promotion of FMCG products in India.

Many times company's advertisement may confuse the consumer/customers' for the sales and positioning of FMCG brands. A group of unwanted advertising elements in advertisements can be a problem for consumer/customer's to purchase the FMCGs brand. Companies should consider the subliminal message (element of advertising) as an important element in the era of global advertising. Also, by the helps of this companies can find their strengths and weaknesses and compare their image with their competitor's. Eventually, it is creating an opportunity for the sales and positioning of FMCG brands and it is gaining popularity among youth in India.

#### **PRACTICAL IMPLICATION AND FURTHER RESEARCH**

This research provides the insight to the companies and business that how they can make their marketing and promotional strategies more effective and better capture their customers on the large scale. With the help of this research study marketing managers of FMCG companies can understand that how much important are the elements of advertising for the sales and positioning of FMCG products in India. Advertising elements is essential to boost up product and company image too. Further, an element of the advertisement also plays a crucial role to change the people's buying behavior.

In addition, this study can be more accurate in future. Sample size can be increased. As this study was financial and respondents constrained, which is only limited to people belongs to Patiala and Ludhiana districts of Punjab state, so other cities of Punjab or India will also be studied in near future.

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## WEB SITE LINKS

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- <http://www.elements.co.za/>



#### 14. THE EFFECTIVENESS OF PNB'S CREDIT APPRAISAL IN FINANCING LOANS

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##### ABSTRACT

*Credit appraisal is an activity undertaken by the banks and financial institutions before granting loans to the applicant. Through this activity banks evaluates the clients current and projected financial like cash flows, P&L A/C, balance sheets, etc. and then ascertain the risks associated with the loan proposal, after which bank accept or reject the proposal on the basis of its viability or non viability. The study is conducted to understand the credit appraisal process followed by Punjab National Bank and also focuses on how Punjab National Bank analyzes the credit worthiness of its clients and on what basis it accepts or rejects their proposal. The study is based on secondary data. The paper involves a detailed study of credit appraisal process by Punjab national bank by which we can eliminate the borrowers with an inherent weakness. The project also includes the case study of Loan appraisal process for financing the term loan of Rs. 16 lacs and enhancement of working capital from Rs 15 lacs to Rs 20 lacs. The study reveals that to finance a project bank check the technical and economic viability of the proposed project, collateral security available for the recovery of funds and commercial or competitive status of the company concerned. To ascertain the financial risk, bank appraises the financial strength of the borrower based on performance and financial indicators. The main emphasis is on the purpose for which facilities begin availed, technical and economical viability of the project, ensuring managerial competence and the past conduct for any defaults.*

**Key words:-** Credit Appraisal, Working Capital, Financial Performance and Collateral Security

##### INTRODUCTION

In the present world, people want to set up their own venture and expand existing business. For this purpose they need finance. To raise finance is not a standalone activity. They need a lot of sources to avail finance. Bank is one of the main sources of finance for every business. People can approach banks for getting various types of loans and services. But banks also need some type of security and surety. Every bank follows a series of steps before providing loans to any person. This process is known as credit appraisal. Credit appraisal is an activity undertaken by every bank or financial institution before providing money as a loan to any person who approaches the bank or financial institution. Through this process bank check the credit worthiness of the applicant who proposes to get a loan and determines whether to accept a project or reject it. Banks ascertain the risk involved in the project and interest to be charged according to the risk involved. Bank checks the financial performance of the applicants' business and conduct economic, financial and technical feasibility of the project. The bank also checks

CIBIL score of the applicant and analyze the risk involved in the project. These are some of the activities of a credit appraisal process which vary from bank to bank. Every bank follows its own credit appraisal process to handle the risk involved in financing different projects. Through this process banks can control their accounts from becoming NPAs.

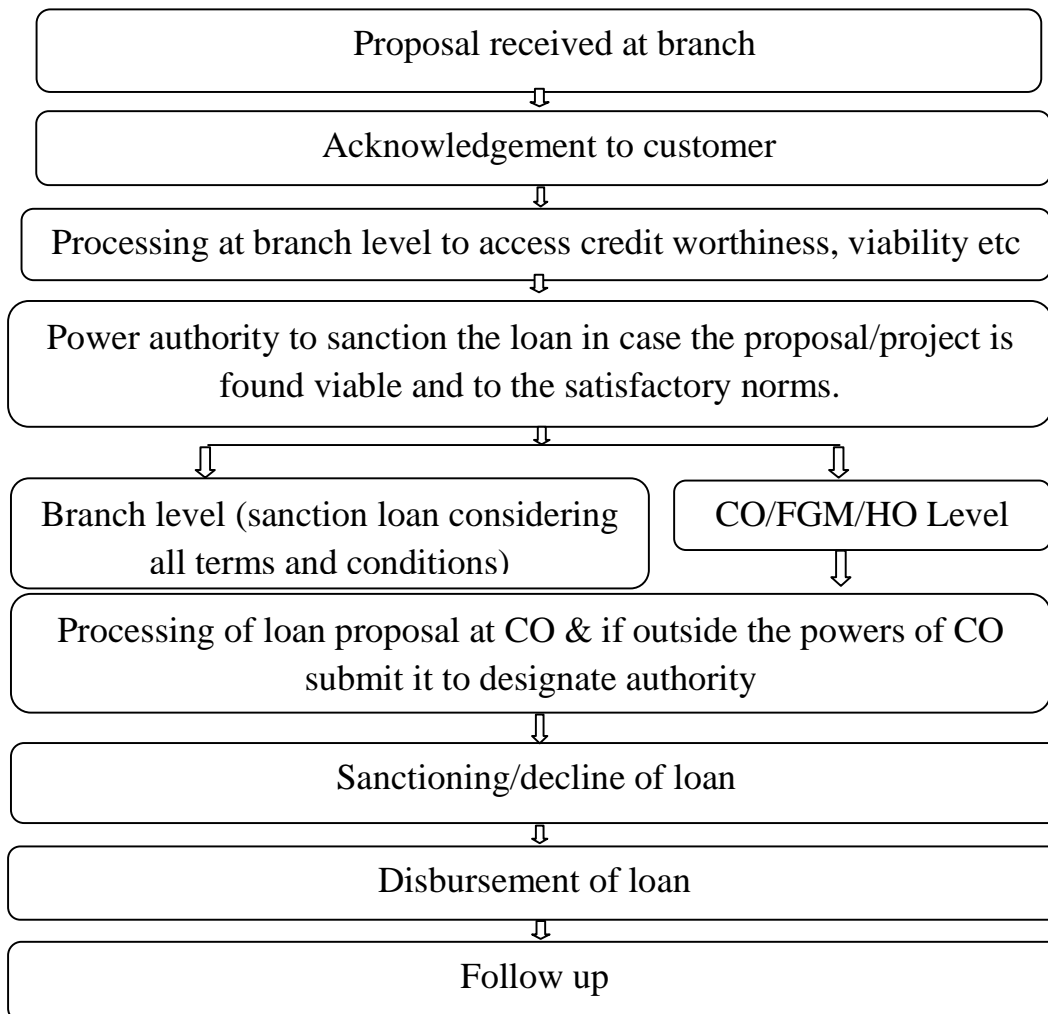
#### **OBJECTIVES OF STUDY**

- To understand the credit appraisal process followed by PNB.
- To analysis the credit worthiness of client by following case study method.

#### **RESEARCH METHODOLOGY**

The present paper deals with the credit appraisal process of Punjab National Bank. To have a clearer view of credit appraisal a case study of XYZ hosiery has been studied. To maintain the confidentiality of the company, the original name of the company is changed to XYZ Hosiery. The paper is based on the secondary data which has been mainly obtained from company's online financial reports, bank's online site, credit rating agencies' online sites etc.

#### **CREDIT APPRAISAL PROCESS**



#### **GIST OF PROPOSAL**

A case of XYZ hosiery which is a sole proprietorship concern is taken as a case study for this report. In XYZ hosiery the proposed case is the sanctioning of fresh term loan and renewal of fund based working capital requirement. The firm at present is availing working capital facilities of Rs.15.00 lacs and has requested for enhancement to Rs. 20.00 lacs. The firm has requested a term loan for purchase of machinery Rs. 16.00 lacs.

Explanation of aspects of a credit proposal along with case study:

- 1) Financial Indicators:** - Financial indicators are those indicators that show the financial position of a business in the market or in between its competitors. Financial indicators are the base for deciding credit sanctioning as it acts as a future base of a company.
- a. **Sales:** - Sale is a transaction between two or more parties where the buyer receives tangible or intangible good, services and/or assets in exchange for money.

XYZ Hosiery is engaged in manufacturing and trading of ladies cardigan. Sale of the firm has increased on YOY basis from Rs.41.60 lacs during FY 2014-2015 to Rs. 68.31 lacs during FY 2015-2016 at a growth of 64.21 %, sales further increase to Rs. 73.03 lacs during 2016-2017 at YOY basis growth of 6.91%. The party has estimated a sale of Rs. 100.00 lacs for the FY 2017-2018 with the growth of 37%, which is in line with past achievement.

As the envisages to procure additional machinery i.e to set of fully computerized flat knitting machines to increase manufacturing capacity. Moreover, major sales of hosiery products take place during 2<sup>nd</sup> half of the FY so the estimated sale is justified and achievable. Hence, accepted by BM. As such in concurrence with BM's recommendations same has been accepted for computation of PBF.

- b. Net Profit:** - Net profit is the return available with the firm by indulging in business of sale of goods and/or services. Net profits help the business to face adverse situations.

NP of the firm for the YE 2015 of Rs. 3.30 lacs has increased to Rs. 3.51 lacs in YE 2016 reflecting satisfactory position. During the last FY 2016-2017 firm has achieved NP of Rs. 4.33 lacs which is provisional and without consideration of several YE expenses; however, the firm has projected a profit of Rs. 1.72 lacs for FY 2017-2018, decline is on account of charging of depreciation on the proposed machinery, hence, acceptable. Further, cash profits of the firm are satisfactory i.e Rs. 3.69 lacs, Rs. 4.03 lacs and Rs. 4.91 lacs in the years 2015, 2016, 2017.

- c. Capital:** - Capital refers to the financial resources available for use. So capital plays an important role in the process of accessing financial indicators of the borrower as finance is the blood of the business.

Capital of the firm has increased from Rs. 13.93 lacs as at 31.03.15 to Rs. 18.20 lacs as at 31.03.16 and further improved to Rs. 33.76 lacs by way of ploughing back of profits as on 31.03.17, which is certified by CA. party has projected the same at 41.98 lacs as on 31.03.18. In

this connection it may be stipulated in the sanction that party to undertake not to slip back from the present capital base of Rs. 33.76 lacs and to achieve the same as projected at 41.98 lacs.

**d. Liquidity Position:** - Assets that can be easily bought or sold are known as liquid assets. The liquidity position is the difference between the sum of liquid assets and incoming cash flows on one side and outgoing cash flows resulting from commitments on the other side, measured over a defined period, being the measure of liquidity risk.

Current ratio of the firm is 1.93 as at 31.03.15, 1.87 as at 31.03.16 and is 1.79 as at 31.03.17 which is well above the prescribed benchmark of 1.25 for SME. Same has been estimated at 2.13 for FY 2017-2018 which is satisfactory.

**e. Net Working Capital:** -Net working capital refers to that type of capital, which is used by business houses for dealing with day to day expenses/operations.

**Net working capital = current assets – current liabilities**

NWC has increased from Rs. 12.82 lacs as on 31.03.15 to Rs. 16.16 lacs as at 31.03.16 and further to Rs. 35.41 lacs as on 31.03.17, which has been built up with plough back of profits and induction of long term funds by the party. Same has been projected at Rs. 36.61 lacs as on 31.03.18.

**f. Solvency Position:** - The solvency ratio indicates whether a company's cash flow is sufficient to meet its short term and long term liabilities. The Bank has its own benchmarks for acceptability of debt equity ratio (DER).

DER is .09 as at 31.03.15, .07 as at 31.03.16 and is .17 as at 31.03.17, which is below the prescribed benchmark of 2.00 and is well within the prescribed bench mark for SME units, hence, accepted.

**g. Investments:-**

As per ABS 31.03.17 and also BM has ensured that party has made no outside investment.

**h. Diversion of funds-**

Branch has ensured that party has not made any diversion of funds as per ABS 31.03.17.

The financial position of the firm has been analyzed as satisfactory. The financial indicators show that the business is going good due to increase in sales, net profit, capital, good current ratio, increased net working capital which is essential for business operations.

**2) Collateral Aspect:-**

The collateral has been used to provide security against the possibility of payment default by the opposing party in a trade. The value of the collateral offered vis a vis the proposed credit exposure is of prime importance.

- I. Collateral:** In case of XYZ Hosiery, the borrower has offered an IP mortgage of 100 sq. yds situated at ABC city. The value of collateral: Present Market Value Rs.18.88 lacs and Rs. 32.71 lacs, total outcomes to be Rs. 51.51 lacs.
- II. SARFAESI:** Bank officers visited the IP and found no irregularity which can jeopardize bank's interests at any time in future and also confirm that IP is enforceable under SARFAESI Act, 2002.
- III. CERSAI:-** bank requires obtained the record of registration of the property to secure their interest. This means they are not mortgaged for any other loans except this.  
In this case as the CERSAI No. is mentioned: Existing  
CERSAI No. 200005722370.
- IV. LEGAL OPINION:** bank ensures that legal compliance of previous loan documents has been done as per guidelines.

**3. Conduct of Account:-** Conduct of accounts can be for the two purposes, either for submission of financial data or due to conduct of accounts that include irregularity and operation in the account.

The case was analyzed from credit angle and the following outcome was found:

- That the conduct of the accounts of the party has remained satisfactory with our bank.
- That all the terms & conditions of previous sanction stands complied with.
- That no unauthorized accommodation has been allowed to the party during the review period.
- Those securities are comprehensively insured against all risks under agreed bank clause.
- That party is regular in submission of monthly stock statements and financial information as & when required.
- That no ir-regulatory has been observed at the time of physical verification of the securities.
- That equitable mortgage of IP's has been validly created and is enforceable at law.
- That financial statement has been verified from account books of the party.
- That the online filling under central registry set up under the provisions of SARFAESI Act, 2002 with bank guidelines has been done.

- Conduct of account during review period of 2016-2017 had been satisfactory.
- In cash credit the limit was Rs. 15 lacs and Availment was Rs.14.90 lacs, the summations of credit, debit and sales was Rs. 97.40 lacs, Rs. 93.94 lacs and Rs. 73.03 lacs respectively.
- There is variance of Rs. 24.37 lacs (FY2016-2017) between sales and the credit summations which is on account of short term borrowings and payments thereof.

Income value: as far as bank is concerned the interest/commission earned was Rs. 1.10 lacs and yield was 7.34% on CC (H)/ (BD) of Rs. 15 lacs.

Summary of ir-regulatory pointed out by bank's inspectors, concurrent auditors, credit audit & review division, RBI inspectors, statutory auditors, observations of stock audit report, comment on preventive monitoring score trends were analyzed and it was found as below:

- There is no adverse remarks has been made w.r.t. that captioned account of the firm and inspection report as on 31.12.14 of the branch stands closed on 27.04.17 and no ir-regulatory is outstanding pertaining to borrower account.

Thus, the conduct of accounts of XYZ hosiery was satisfactory. There is no irregularity in the accounts and proper submission of financial statements was recorded. No over drawing and returning of cheque has taken place. All the sales are taking place through the bank accounts only. Proper submission of income tax return has been made by the borrower.

#### **4. Key Points Checked by Bank:-**

During the process of credit appraisal, the bank has to check various key points in relation to the Borrower before lending any amount of loan. These key points generally include security documents, CIBIL Report, RBI caution list, Stock audit report, etc.

Bank has to check various key points in relation to XYZ hosiery:

- Terms and conditions of Previous sanction loan amount.
- Validity of security documents and charge on securities.
- Is the firm or Director are under the Caution list of RBI/ECGC/CIBIL.
- Payment of statutory liability is in arrear or not.
- Any litigation against/by the party is pending.
- Is corporate governance practice being followed as per Auditor's report.
- Is there any deviation being made from usual norms/policy guidelines.
- Any exposure is within banks internal ceilings/RBI prudential norms.
- Signature of CA fixed on financial statements of the party has been verified or not.

The records of XYZ Hosiery were held legally true and complied with the conditions of the bank. All documents were valid the confirmation of proper charge on securities has been done. Firm/Directors are not under any Caution List. Signatures of CA on Financial Statements are verified.

#### **5. Industry Analysis:-**

Industry analysis is done by banks before granting loans to any party in order to understand the factors and limitations to the growth of profit of the particular industry.

XYZ Hosiery is a sole proprietorship concern which was incorporated for the manufacturing of hosiery goods i.e. Ladies Cardigans. The proprietor is well experienced in the line of business undertaken. The unit was sanctioned a CC limit of rs.5 lacs on 20.06.14, the limit was further enhanced to Rs. 15 lacs on 01.10.15. Now the party has also sought an enhancement in limits to meet the additional requirement.



The unit is presently running in a rented accommodation which at ABC area. The owners of building premises are close related of proprietor of the unit. During the course of visit it was observed that beside the captioned hosiery unit there is one readymade garment manufacturing is also functioning on the first floor of that premises which on enquiry was reported that the same belongs to one of the owner of the premise. Now the party has approached the bank for the tem loan of Rs. 16 lacs to purchase machinery worth Rs. 22 Lacs for business expansion. The proposed machinery is to be purchased from an authorized distributor of PQR ltd. The unit is technically feasible and economically viable.

**Comments on Management, production, Planning and Marketing:-**

Promoter is experienced in this line of trade and running the firm successfully since inception. Party is fully aware of demand and supply gap of the products under trade and has no problem with regard to man and material handling.

Keeping in view of resources and linkages of the promoters in the society, no problem appears to be envisaged in planning and marketing of these products.

**Availability of infrastructure facilities:-**

Raw material and labor: the firm is in operation since 2005 and is well equipped with all kind of required inputs i.e. labor skilled and unskilled, power, water, etc.

All the aspects related to the industry were satisfactory enough to analyze the future growth and prospects of business of XYZ Hosiery. The management was also found talented, skilful and experienced enough to tackle business in any situation.

**6. Working Capital:-**

Working capital is essential to continue the operation of the business. Positive working capital is required to ensure that a firm is able to continue its operations and that it has sufficient funds to satisfy both maturing short term debt and upcoming operational expenses.

**Justification:-**

**Assessment of fund based limits as per simplified turnover method**

The firm was established in the year 2005 and since, than engaged in manufacturing & trading of hosiery goods i.e ladies cardigan. Sale of the firm has increased on YOY basis from Rs. 41.60 lacs during FY 2014-15 to Rs. 68.31 lacs during FY 2015-15 at a growth of 64.21%, sales further increased to Rs. 73.03 lacs during FY 2016-17 at YOY growth of 6.91%. The party has estimated a sale of Rs. 100 lacs for the FY 2017-18 with a growth of 37%, which is in line with past achievement. As the party envisages procuring additional machinery i.e 2 set of fully computerized flat knitting machines to increase manufacturing capacity. Moreover, major sales of hosiery products take place during 2<sup>nd</sup> half of the FY so the estimated sale is justified and achievable. Hence, accepted by BM. As such in concurrence with BM's recommendations same have been accepted for computation of PBF. Since working capital requirements of the party is less then Rs. 500 lacs, PBF of the party has been computed in terms of Nayak Committee's recommendations as per details here under:

(Rs. In lacs)		
a)	Projected sales for 2017-18	100.00
b)	Accepted sales for 2017-18	100.00
c)	25% of Accepted sales	25.00
d)	Margin @ 5% on Accepted sales	5.00
e)	NWC available as per prov. BS as at 31.03.17 is 35.41-6.00 ( Margin for TL) = Rs. 29.41 lacs	29.41
f)	Maximum permissible bank finance (c-d)	20.00
g)	Limit requested by the party	20.00
h)	MPBF accepted	20.00

As per the accepted sales party to avail a FBWC of Rs. 20.00 lacs will require NWC of Rs. 5.00 lacs, party has requested for a FBWC of Rs. 20.00 lacs at present the party is having NWC of Rs. 29.41 lacs as at 31.03.17. Excess NWC will be utilized for investment in future fixed assets and also for peak season requirements of the party and to purchase the raw material in bulk quantity to get the discount which consequently leads to increase in profits. Hence, renewal of FBWC limit of Rs. 20.00 lacs is considered.

### **Managerial Aspect/Experience**

To get an overview of the type and experience of management bank has to take into consideration managerial aspect of the concerned firm. This helps banks to get records of an individual as far as his payments and credit history is concerned. Also the kind of management the firm is having i.e. whether they are capable of taking risks or having experience talents and skills. It takes into account many things while analyzing the management. Banks collect and charge for Credit Information reports (CIR). This CIR is done by **CIBIL** and **Equifax**. They charge fees for collecting CIR.

CIR's have been drawn from CIBIL & Equifax Database on 01.06.2017 & 19.06.17 in respect of borrower & their constituents and no ad-verse feature has been observed.

This can also be verified from the reports of CIBIL which are attached with the credit proposal. In the summary report of CIBIL number and types of credit facilities are mentioned which are as follows:

- 1) Cash credit
- 2) Term loan

Both consumer and commercial CIR are attached in the proposal in which details of all the credit facilities and account is mentioned with current balance.

### **8.) Credit Risk Rating:-**

The Credit rating is the assessment of credit worthiness of individuals and corporations. It is based on the history of borrowing and payment, as well as the availability of assets and liabilities.

There can be of two types of risks-internal and external factors on which credit risk depends:-

EXTERNAL FACTORS	INTERNAL FACTORS
<ul style="list-style-type: none"><li>→ Economic condition</li><li>→ Inflation</li><li>→ Government Policies</li><li>→ Market Demand and Supply</li><li>→ Trade regulations</li><li>→ Political Factors</li><li>→ Financial Market Conditions</li></ul>	<ul style="list-style-type: none"><li>→ Management</li><li>→ Operating efficiency</li><li>→ Competitor's risk</li><li>→ Policies of Company</li><li>→ Nature of business</li></ul>

Credit risk rating is based on ABS 31.03.2016. Presently, the party is rated 'A4'(lower risk) with score 63% dated 18.06.17 as per ABS 31.03.16. In the previous year, the party was rated 'AA' with score of 72.00 dated 19.09.16 as per ABS 31.03.15.

**9) Diversion of Funds:-** The funds of the firm should be used to meet the objectives of the firm and should not be diverted in some other activity which is not related to the business and should not be misused by the party concerned.

In the present case:-

Party has not made any diversion of funds as per ABS 31.03.17. The party will not make any diversification of funds. And there is also no any inter-firm transfer of bank funds and funds are not diversified in any activity other than the reported business of the firm.

#### **FINDINGS**

In order to finance a new project, bank checks the financial performance of the client for the last 5 financial years. Bank appraises the technical and economic viability of the proposed project and also check the commercial and competitive status of the company concerned. The Bank ascertains the primary or collateral security available for the recovery of funds given before. The assessment of financial risk involves appraisal of the financial strength of the borrower based on performance and financial indicators.

#### **LIMITATIONS OF STUDY**

1. All the aspects might not have been discussed as a large chunk of information is confidential; hence study is done under consideration of the company guide.
2. The data used for the study is secondary thus few discrepancies may be witnessed.
3. The study is based on prevalent industry scenario and recommendations and findings are subject to personal opinions.

## CONCLUSION

In order to provide loan bank has to first check the financial, economic & the technical viability of the project, so that there are less chances of NPA's for the bank and less risks involved in funding. The appraisal process begins with receipt of proposal and continues even after lending loan amount and check every aspect of the proposal with due consideration to the concerned company or organization. As in the case of XYZ hosiery, PNB bank checks all the financial data of the organization, collateral aspect and funds required.

## RECOMMENDATIONS

- 1) PNB must adopt effective credit management techniques to minimize NPA's and the recovery system should be improved in order to reduce the NPA percentage and increase profitability of the bank.
- 2) PNB should develop awareness among the corporate organizations about the various schemes of loan provided by a bank through proper management strategy.

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## 15. CORPORATE SOCIAL RESPONSIBILITY: MYTHS AND REALITY

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### ABSTRACT

*Presentation of globalization and advancement strengthened the idea of corporate social obligation. As the worldwide market situation is changing step by step the business ventures are searching for putting forth a solid defense for their speculations to manage and additionally to develop. Presently business isn't just benefit making. Study will through the light on the genuine truth behind actualizing CSR hones. It's not just the general public that will be profited by these practices however business firms too appreciate the advantages. The present work is an endeavor to catch the myths and substances behind the idea of social duty. Additionally study will cover the drivers pushing business towards the usage of CSR practices.*

**Keywords:** Corporate Social Responsibility (CSR), Globalization, Business enterprises

### INTRODUCTION

The term CSR remains for corporate social duty, which has a wide importance in itself. Restricting business hones with the social obligation rehearses is coming into light with the presentation of globalization. The battle of corporate social obligation (CSR) has been effectively upheld by worldwide offices like the World Bank, OECD and the European commissions. Present day enterprises are putting impressive concentrate on the economy, legislative issues and on society of a country (Baxi 2006).

India has turned into the one of the quickest developing economies on the planet. With an up raise development rate, India is getting to be center for worldwide speculators to its business sectors. Be that as it may, this is ascending in monetary development and it depends particularly on effective business operations? To the extent the up liftment of groups is concerned, age of work openings and financial development, the legislature alone can't be fruitful achievement. It is additionally the essential duty of each business associations to take up social issues and natural causes and have any kind of effect to groups. This is from where corporate social obligation ventures in.

The idea of CSR isn't new to India organizations like BIRLA and TATA are known for good work in their business operations for quite a long time. Despite the fact that the idea isn't new to the nation, its execution has been a noteworthy worry for quite a long time. To put it plainly, CSR is misconstrued for philanthropy (magnanimity) by an extensive number of Indian organizations. It is only viewed as an arrangement that ought to be executed in business operations instead of offering significance to social reason.

"Corporate Social Responsibility (CSR) is an intense method for making practical focused benefit and accomplishing enduring an incentive for the investor and additionally for partners. CSR and the revealing thereof is a win-win opportunity, not only for organizations and for monetary speculators, but rather for society likewise" (CSR Europe 2003). CSR can influence an assortment of partners, including clients, representatives and their families, financial specialists, nearby groups, natural gatherings, government, providers, and contenders. Indians multinationals like the Tata gathering, ITC, Ranbaxy, Infosys, and DuPont India, have tried to make a superior social request. What is critical in these organizations is that they started the procedure of CSR from their extremely doorstep, by giving a superior and solid work environment to representatives (Prasad 2006).

#### **TYPES OF CORPORATE SOCIAL DUTY**

CSR can envelop a wide assortment of strategies, from giving philanthropic association a part of an organization's returns, to giving without end an item or administration to a commendable beneficiary for each deal made. Here are a couple of the general classes of social obligation that organizations are rehearsing:

Condition One essential concentration of corporate social duty is nature. Business, both substantial and little, has a vast carbon impression. Any means they can take to decrease those impressions are viewed as both useful for the organization and society overall.

Generosity Businesses likewise hone social obligation by giving to national and neighborhood foundations. Regardless of whether it includes giving cash or time, organizations have a great deal of assets that can profit philanthropies and nearby group programs.

Moral work practices by treating representatives decently and morally, organizations can likewise show their corporate social duty. This is particularly valid for organizations that work in universal areas with work laws that contrast from those in the United States.

#### **OBJECTIVES**

*The broad objectives of the present research are:*

1. To study the myths and reality of CSR.
2. To study the key drivers pushing business towards corporate social responsibility.

#### **LITERATURE REVIEW**

The idea of organizations looking past benefits to their part in the public arena is by and large named as CSR. It alludes to an organization connecting itself with moral esteems, straightforwardness, worker relations, consistence with legitimate prerequisites and general regard for the groups in which they work. CSR goes past the intermittent group benefit activity,



as it is a corporate logic that drives key basic leadership, accomplice choice, enlisting hones and, at last, mark improvement (South China Morning Post, 2002). The social duty of business envelops the financial, legitimate, moral, and optional desires that society has of associations at a given point in time (Carroll, 1979).

CSR is an effective method for making manageable focused benefits and accomplishing enduring an incentive for the investors and in addition for partners. CSR and the detailing thereof is a win-win opportunity, not only for organizations and for monetary financial specialists but rather for society additionally. Thus, associations must expand on their corporate esteems to make a hierarchical culture that is open to change and can support a corporate social duty system as time goes on (Maon et al., 2009). "Corporate charity gives a system whereby organizations and associations can add to and help the groups which have made them fruitful, and can likewise give an effective component to cultivating social change" (Kurtzman, 2004). The CSR idea has been around since the mid 1970s, yet it just entered standard business around ten years or so prior (Deri, 2010). Deliberately CSR can turn into a wellspring of huge social advance, as the business applies its extensive assets, aptitude and knowledge to the exercises that advantage society (Porter and Kramer, 2006).

From the most recent two decades the ascent in ubiquity of the term moral consumerism can be connected to the ascent of corporate social duty (CSR) idea all around. As the worldwide populace is expanding, weight on restricted normal assets for taking care of the rising shopper requests is likewise expanding. Industrialization in numerous creating nations is blasting because of innovation and globalization (Grace and Cohen, 2005). With the changing business sector situation, shoppers are likewise winding up increasingly mindful about the ecological and social ramifications, of their everyday purchaser choices and are beginning to settle on their buying choices as indicated by items natural and moral concerns.

The role among corporate stakeholders to work collectively is exerting pressure on corporations to change. Shareholders and investors themselves, though socially responsible are exerting pressure on corporations to behave responsibly. Now a day's Non-governmental organizations are also by using the power of the media and the Internet are increasing their attention towards social corporate behavior. Through education and dialogue, the development of community in holding businesses responsible for their actions is growing.



**Figure 1: Factors influencing CSR**

## **CSR MYTHS**

### ***Myth 1 -Monetary development isn't good with CSR***

What the Index for Sustainable Economic Welfare and Human Development Index demonstrate is that GDP development and personal satisfaction move in parallel until the point when social and ecological costs start to exceed monetary advantages. Most creating nations presently can't seem to achieve this uniqueness limit. For them, financial development and the extension of business exercises is as yet a standout amongst the best approaches to accomplish enhanced social improvement, while ecological effects are progressively being handled through jump clean advancements.

### ***Myth 2 - Multinationals is the greatest CSR miscreants***

On the ground in many nations, multinationals are by and large capable powers for good, through their interest in neighborhood economies, formation of occupations, updating of foundation, arrangement of fundamental administrations and association in group advancement and natural preservation. The aggregate social and natural effects of littler organizations, which work beneath the radar of the media and far from the arm of the law, are commonly far bigger than that of the prominent multinationals.

### ***Myth 3 - Multinationals is the greatest CSR heros***

Not exclusively do expansive organizations have restricted impact over government strategy, however most multinationals, in spite of vast capital speculations, give just a microscopic extent of the aggregate work in creating nations. The genuine potential friends in need are little, medium and smaller scale ventures (SMMs), including social endeavors, which are work escalated and better set to impact nearby monetary improvement. In the event that the social and ecological effects of these SMMs can be enhanced, the thump on advantages will be relatively significantly more prominent than anything that multinationals could accomplish individually.

### ***Myth 4: Developing nations are hostile to multinational***

Creating nations are regularly gotten in a dead zone of being worked on in an aggressive, adapted, worldwide economy, and the sooner they can modernize and coordinate, the better for them. Frequently, creating nation groups welcome multinationals and their CSR activities. This isn't the same as saying that the creating scene should rehash the past oversights of the created nations, for example, exceptionally contaminating industrialisation, nor that multinationals ought not be required to be capable and considered responsible.

### ***Myth 5: CSR is the same the world over***

One of the biggest fallacies is that, in a globalised world, CSR can somehow conform to a unitary model. Of course, we need universal principles, like the Global Compact, and perhaps even process frameworks, like ISO 14001. But standardised performance metrics, like those of the Global Reporting Initiative and the numerous sustainability funds and indexes, start to tread on shaky ground. The tendency is for developed country priorities to receive emphasis and for northern NGO agendas to dominate.

### ***Myth 6: Developed countries lead on CSR***

There are countless examples of how developing countries are proving themselves highly adept at delivering the so-called triple bottom line of sustainability, namely balanced and integrated

social, economic and environmental benefits. It is actually not surprising, since in developing countries, these three spheres are seldom separable – economic development almost inevitably results in social upliftment and environmental improvement, and vice versa.

***Myth 7: Codes can ensure CSR***

The past few years have seen a mushrooming of corporate responsibility codes, standards and guidelines. This standardization trend is both inevitable and necessary in a globalizing world which is desperately searching for an alternative to command-and-control style business regulation in order to satisfy the governance and accountability void which still exists. But it would be a big mistake, for either companies, or civil society, or regulators to assume that this codification bears much relation to relevant and appropriate CSR practices at grassroots level.

**REALITY BEHIND CSR**

***Absence of mindfulness***

Plainly numerous associations have restricted consciousness of what CSR is or of the outer drivers that are pushing CSR along supply chains. There are a few associations where a more prominent level of comprehension of CSR issues and practices exist. Be that as it may, in these cases there is frequently an absence of comprehension about where to start the way toward actualizing some sort of CSR program.

***Various prerequisites and contending sets of accepted rules***

Numerous supervisors consider CSR to be only one all the more activity. They whine that they as of now need to manage quality issues (and sometimes consistence to quality measures), wellbeing and security prerequisites and an entire host of other lawfully ordered necessities. They call attention to the need to invest a lot of energy getting ready for reviews and assessments.

***Acquisition rehearses***

Strains and an absence of discourse between CSR supervisors and acquirement offices is something that numerous CSR administrators will straightforwardly admit to. Cost is obviously an issue and the reality of the matter is that organizations worried about CSR need great CSR rehearses, great quality, conveyance on time, and a low cost. Obviously, it ought to be the blend of each one of those things that issue yet there is as yet a should work all the more intimately with obtainment offices to ensure they truly are focused on that thought. There might be a part for some kind of CSR accreditation for acquisition administrators.

**DRIVERS PUSHING BUSINESS TOWARDS CORPORATE SOCIAL RESPONSIBILITY**

Following table explains the different drivers pushing business towards corporate social responsibility practices:

<b>Factors</b>	<b>CSR and Multinationals</b>	<b>Philanthropy and Community Investment</b>
Enhanced Reputation	Experimentation	Improved
Alliance with business partner	Futuristic	New Opportunities
Better stakeholder relationships	Quick Decisions	Better Decisions
Attractive employer	High	Moderate
Customer satisfaction-loyalty	High	Considerable
New business opportunity	Strategic	Tactical
Cost savings	High	Moderate
Minimize risks	Quantitative	Quantitative & Qualitative
Reduced regulatory interventions	Relatively Difficult	Easy

#### **CONCLUSION**

This research will depict the genuine picture of corporate social obligation rehearses selected by business associations or organizations. Because of globalization and advancement idea of corporate social obligation is coming more into light. Presently organizations have begun restricting business hones with the social duty rehearses. In contrast with remote multinationals India is as yet falling behind in the usage of social duty rehearses, so Indian associations likewise need to step forward for executing corporate social obligation hones. We can infer that by picking a corporate social duty rehearses firms will have the capacity to recognize myths and reality of corporate social obligation practices and corporate will likewise have the capacity to improve their market notoriety and social picture. At last over the long haul society and business firms will be profited by every one of these practices.

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## **16. CUSTOMER PERCEPTION TOWARDS USAGE OF PLASTIC MONEY AND E-CASH- A CASE STUDY OF LUDHIANA DISTRICT**

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### **ABSTRACT**

*The advent of information and communication technology has really brought about radical and perceptible change in the business world. The use of internet is growing at an extremely fast pace. The ease of use, efficiency and quickness, search engines and international presence of internet has been drawing millions of users towards it as the number of internet sale increases, more and more merchants are showing an interest in customers through the web. Payment is the most vital aspect of a trade. Electronic payment is the most vital part of e-commerce. Electronic Payment system is a financial exchange that takes place online between buyers and sellers. There are different methods to pay electronically e.g. Credit Cards, Electronic Checks, Electronic Cash, Debit Cards or Charge Cards, e-wallets, smart cards etc. Payment cards are part of a payment system issued by financial institutions, such as bank, to a customer that enables its owner (the cardholder) to access the funds in the customer's designated bank accounts, or through a credit account and make payments by electronic funds transfer and access automated teller machines (ATMs). There are a number of types of payment cards, the most common ones being credit cards and debit cards. Most commonly, a payment card is electronically linked to an account or accounts belonging to the cardholder. The present paper attempts to study the perception of customers towards the growing use of plastic money and e-cash.*

**Keywords:** - *The information and communication technology, Electronic Payment System, Electronic Funds Transfers, ATMs.*

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### **MEANING OF PLASTIC MONEY**

Plastic money refers to the credit cards and debit cards that u can use as money on the time of purchasing. These are made up of hard plastics. For that reason it's called to be as plastic money. Plastic money is quite convenient and secure. It helps in transmission of payments and granting of credit. It eliminates cumbersome cash transaction, and protects from the possible danger of theft of cash. Plastic money in terms of credit card was first of all issued in 1951 and used in Assyria, Babylon and Egypt 3000 years ago. The bill of exchange-the forerunner of banknotes was established in 14<sup>th</sup> century. Debts were settled by one-third cash and two-thirds bill of



exchange. Paper money followed in the 17th century.

**Christopher Thornton** placed the first advertisement for credit in 1730. In the 1920s, a shopper's plate-a "buy now, pay later" system-was introduced in the USA, but it could be used in the shops, which issued it. In 1950, Diners club and American Express launched their charge card in USA, the first "plastic money". In 1951, Diners club issued the first credit cards to 200 customers who could use it at 27 restaurants in New York. But it was only until the establishment of standards for the magnetic strip in 1970 that the credit card became part of the information age. First use of magnetic stripes on the cards was in the early 1960s when the London Transit Authority installed a magnetic stripe system.

#### **TYPES OF PLASTIC MONEY**

According to the purpose for which the credit cards are used they can be divided into following categories

- Debit card
- Credit card
- Charge card
- In-store card

*These are explained as follows:-*

##### **1. DEBIT CARD:-**

Debit card is more advanced than ATM card in that it can be used at specified retail or department stores also In addition to specified bank branches. Debit card are plastic cards containing electro-magnetic identification. Banks issue these cards to their customers who use them to pay for their purchases at specified sale terminals. Debit card automatically debits savings bank account or current account in the specified bank. Thus the cards are remote devices that facilitate the customers to enter on their bank accounts. When one opens an account then one can expect the bank to include a debit card or, as some banks call it check card. These cards give additional flexibility when it comes for paying for purchases.

Traditional ATM card only allows withdrawing cash or performing other transactions at automated teller machine. A debit card lets one pay for purchases in stores. The money is taken directly from your account. There's no "pay later option with debit cards"

##### **2. CREDIT CARD:-**

The development of credit card is one of recent phenomenon in the banking sector. A credit card is the charge card. It is a direct charge against the limit sanctioned. It is a debt instrument issued by some banks. It is one step forward towards cashless and chequeless society. The operation is through electronic funds transfer (EFT) installations and interbank network. Credit cards are the key to opening of bank accounts for daily payments by the card holders. It enables the card holders to have overdraft facilities depending upon the creditworthiness of the party. Many Indian and foreign banks have issued credit cards to their customers. The issuing bank ties up with number of establishments including hotels, hospitals, shops, petrol pumps and departmental stores which honor the credit cards. The issuing banks provide the facility of credit cards to selected number of customer depending upon their monthly income, creditworthiness or to company executives, businessmen and high and middle income individuals etc. Basically, the

use of credit cards helps the holder to take advantage of the two essential aspects of the financial services functions:-

1. Transmission of payments.
2. The granting of credit.

The development of credit card has facilitated the use of these two functions together. Credit cards have been rightly called "plastic money". The objective is to provide convenience and security. It eliminates cumbersome cash transactions, and protect from the possible danger of pick pocketing a lot of cash. There is usually an interest free credit for 30 to 45 days. Groceries, hotel charges, telephone bills and taxes etc. could be paid through credit card.

### **3. CHARGE CARD:-**

A charge is intended to serve as a convenient means of payment for the goods purchased at member establishments rather than a credit facility. Instead of paying a cash or check every time the credit card holder makes a purchase. This facility gives a consolidated fund for a specified period, usually one month. Bills are payable in full on presentation. There is no interest charges and pre spending limit either. The charge card is useful during the business trip and for the entertainment expenses which are usually borne by the company. Andhra Bank card, BOB card, can card belonged to this category

### **4. IN-STORE CARD:-**

The in-store cards are issued by retailer or companies. These cards have Currency only at the issuer outlets for purchasing products of the issuer Company. Payment can be monthly or extended credit basis. In India such cards are normally issued by five star hotels.

### **E-CASH**

E-Cash is an electronic payment option. It is payment and money transfer to be made through the Internet. It serves as an electronic alternative to traditional paper methods such as cheque and money orders.

E-CASH is changing the way currency is perceived. While the change seems as revolutionary as the conversion from a value-based mediums of exchange (e.g. gold, silver) to paper currency, it is actually only an evolution of current paper-based mediums. There are the numbers of benefits of E-CASH over greenbacks, but there are also new issues with which to contend. In addition to new issues, there are also new forms of old problems, which E-Cash will not solve. In its current state electronic cash is a necessary innovation in the financial markets.

However, it is highly doubtful that **E-Cash** will actually replace paper currency or Not, it is recent development but not as much popular as the plastic money. Some implementation of e-cash aim to be secure and untraceable, but there are several problems using e cash. E-cash, digital cash or e-dollars, as it is known, was developed as a replacement for the traditional concept of money. It was also meant to have additional advantages that conventional money does not have.

"E-cash is nothing but block of data that represent money. It is payment message bearing a digital signature that function as a medium of exchange or value. This data can be from one point

to another via networks and can be traded as tokens to be exchanged for the transferred real money."

Exchange for real money was an original concept with which e-cash was developed but now there are many e-cash providers who are trying to completely replace conventional paper money with e-cash. These entities intended to promote e-cash as a medium for obtaining products and services, just like e-cash.

#### **HOW IT WORKS?**

E-cash is usually stored on computers or mobile devices. Common forms are software 'wallet' programs that are installed on the PC. These wallet programs communicate with the bank or e-cash issuer when a transaction has to be made.

All transactions are secured using complex encryption techniques. The transaction is completed after user verification. The value of e-cash required is taken from the buyers' account and deposited in the account of the seller. E-cash does not require installation of programs and can also be collected by browsing certain sites or purchasing with cash.

#### **TYPES OF E-CASH**

1. **Anonymous:** In the anonymous type, transactions made by the user cannot be traced back to him. Money is credited from the user's e-cash account, but no one would be able to trace where it went. This is the most popular kind of e-cash in use now since it is similar to paper money we use.
2. **Identified:** In this type it is possible to trace back the transactions to user.
3. **Online:** The transaction takes place through the intermediary such as a bank or an e-cash provider, over a network or the Internet.
4. **Offline:** This does not require any type of intermediary and can be done without connecting to the third party.

Smart cards are yet another form of e-cash that are developing rapidly. Here, e-cash is stored in embedded chips and the transaction method is similar to that of credit cards.

#### **NEGATIVE EFFECTS OF E-CASH ON PRIVACY:-**

- 1) **PROFILING:** - it will lead to putting down in computer the detailed profiles of consumer's citizens. If www or its successors becomes fee based systems in which readers are charged for access, consumers who use traceable e-cash will find that their reading habits as well as transactions become valuable, tradable data. This will lessen their privacy and could have a chilling effect on readers and possibly on others also.
- 2) **LIMITED REGULAR ARBITRATION:-** E-CASH will facilitate trans-border transactions in which no physical goods are exchanged. Legal transactions will most often occur in other payment media notably credit cards and debit cards, because consumers will have greater legal protection if something goes wrong with the transaction. Today's trans-border gambling and pornography will it time pave the way for trans-border securities trading and off shore brokerages, some of which will violate the laws of the customer's home state.

#### OBJECTIVES OF THE STUDY

1. To study the awareness regarding plastic money and e-cash among the customers.
2. To study the usage of ATM, Debit Card and Credit Card.

#### RESEARCH METHODOLOGY

**Sampling Method:** - Judgmental Method Of Sampling Is Being Used.

**Sample Size:**-100

**Sampling Area:**-Ludhiana

**Sampling Unit:**-Customers Visited At Various Bank Branches

**Method of Data Collection:**-For Collection Of Data Primary As Well As Secondary Data Is Being Used.

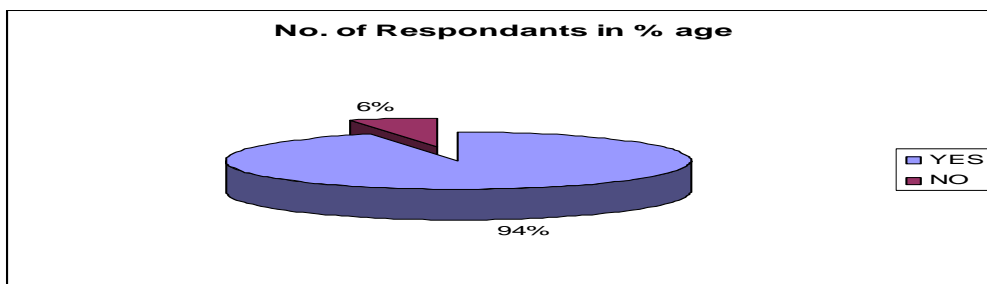
**Instruments:**-Which Is Adopted For The Primary Data Collection Is Questionnaire And For Secondary Data Is Internet.

**Data Analysis Tools:** - Pie Charts

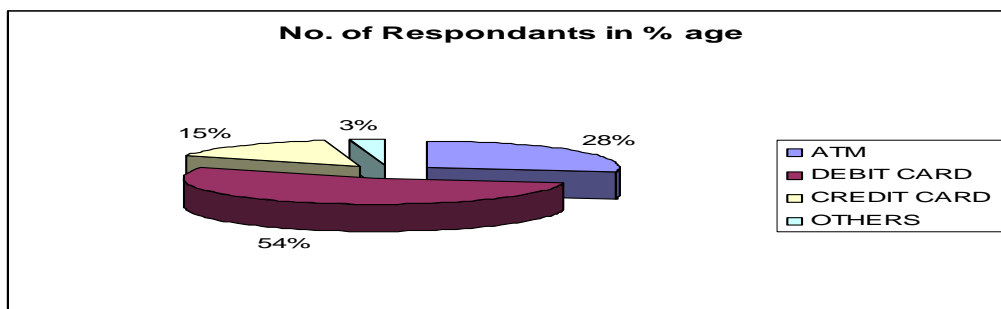
#### DATA ANALYSIS AND INTERPRETATION

##### 1. Awareness of people relating to plastic money and e-cash:-

**ANALYSIS:** -According to above graph maximum no. of persons are aware of plastic money and e-cash. It indicates that India is also in line with developing countries.



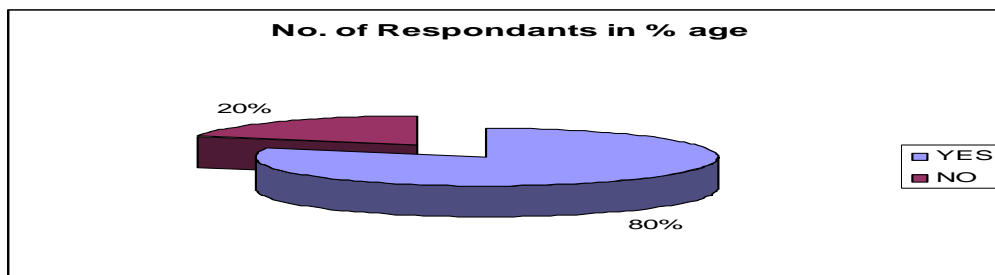
##### 2. Kinds of plastic money used by respondents:-



**ANALYSIS:**-According to above graph Respondents prefer using Debit card instead of Credit card ATMs are also more important than Credit card .The reason behind this is that mostly Respondents believe in debtless transactions. In case of debit card when the customer makes a purchase and present the card to the merchant the purchase amount is automatically debited to

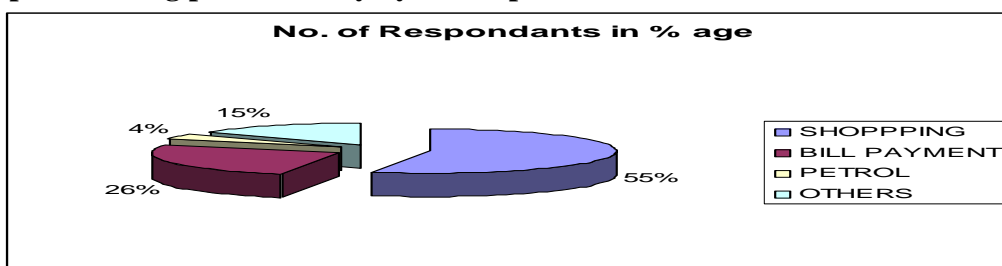
the account of card holder. But in case of Credit card a high rate of interest is charged for delayed payment.

### 3. Satisfaction related to security of plastic money and e-cash.



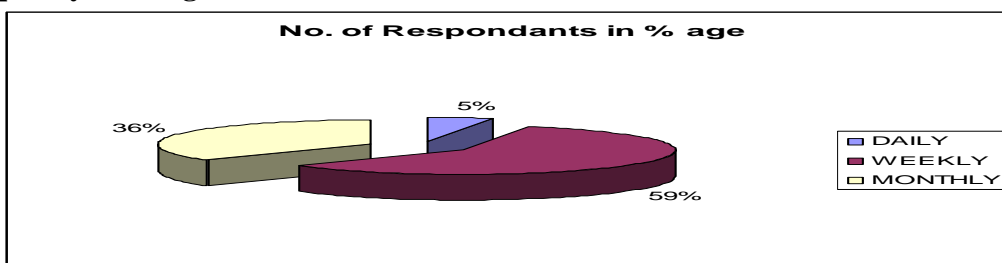
**ANALYSIS:-**According to the above graph 80% respondents feel that plastic money and e-cash are secure while 20% does not feel it secure. As some hankering of cash is done through ATM and Debit card but Credit cards are somehow less prone to this hankering Respondents feel security because of theft and misuse of their amount.

### 4. Purpose of using plastic money by the respondents.



**ANALYSIS:** -According to above graph 55% respondents use plastic money and e-cash for shopping purpose.26% for bill payment and 4% use it as a petro card and 15% use it for other purposes. Because it is quite easy to carry and no one need to carry cheque book and huge heaps of currency notes.

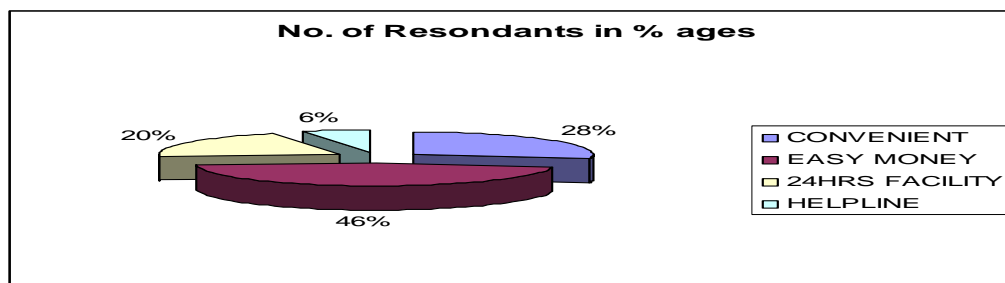
### 5. Frequency of using card?



**ANALYSIS:-**The above graph show that 59% respondents use it weekly 36%respondents use it monthly and only 5% respondents use it daily it indicate the increasing importance of plastic

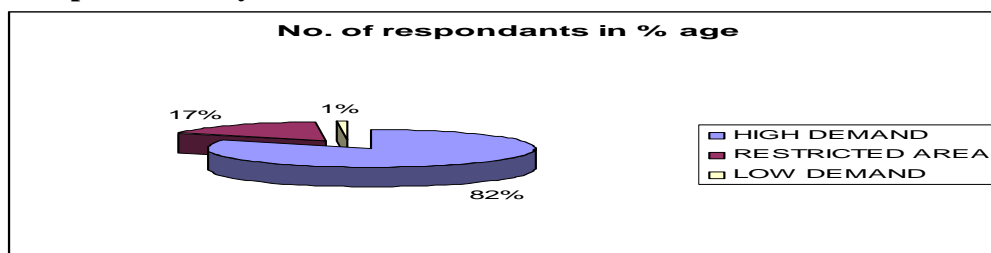
money and e-cash in everyone's life. And also indicate the increasing popularity of plastic money and e-cash in the present society.

#### **6. Features liked by the respondents in plastic money.**



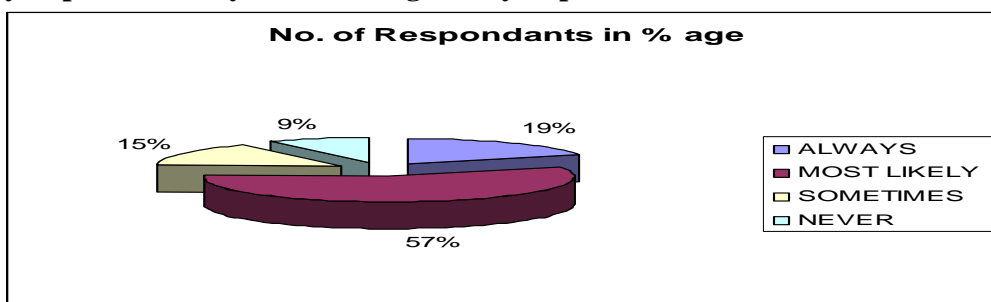
**ANALYSIS:-**Above graph show that plastic money is easy money because they are not required to go to the bank in case emergencies. Debit Card and Credit Card are quite easy to carry and convenient as no one need to carry check book and huge heaps of currency notes in case of traveling abroad, making payment of bills in hotels and in case of buying an air ticket.

#### **7. Future of plastic money and e cash.**



**ANALYSIS:-**According to above graph maximum 82% respondents feel that plastic money and e-cash are highly demanded in the future.

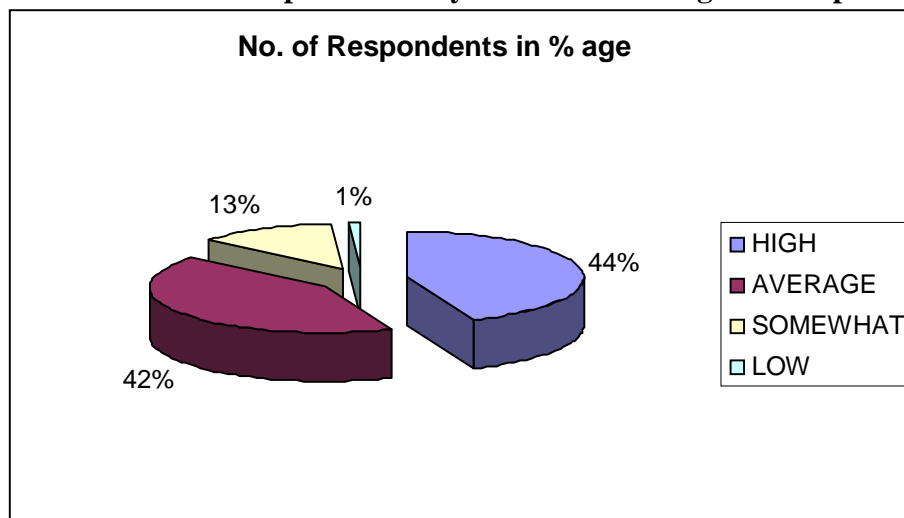
#### **8. Safety of plastic money than holding money in pocket?**



**ANALYSIS:-** The above graph indicate that 57% respondents feel most likely that plastic money is much safer than holding money in cash and only 19% respondents feel it is always safer. It reflects that insecurity lies in the use of plastic money and e-cash.



**9. Extent of satisfaction related to plastic money and e-cash amongst the respondents.**



**ANALYSIS:-**According to above graph only 44% persons are highly satisfied with plastic money and e-cash .The satisfaction level of the remaining 42%, 13%,1% respondents are average ,somewhat and low respectively .It is because of the insecurity related to plastic money and e-cash.

**LIMITATIONS OF THE STUDY**

1. Time available with the customers was less.
2. They were not willing to fill the questionnaire.
3. Lack of time & resources, data has been collected from a few people of Ludhiana District.

**FINDINGS**

Respondents are aware of both plastic money and e-cash but people below poverty line where not aware of this service as they are not able to afford this particular service.

- 1) Plastic money is used more as compared to e-cash.
- 2) Respondents prefer to use Debit card as compared to credit card and ATM.
- 3) Respondents highly feel that plastic money and e-cash are playing important role in development of Indian economy.
- 4) Mostly respondents prefer to use plastic money and e-cash because they feel that both are secure but few say that it's insecure even if they are using it.
- 5) Respondents use plastic money because it is easy to use type of money and convenient to use and they mostly use it for shopping purpose.
- 6) Respondents are highly satisfied with plastic money and e-cash.  
According to respondents future of both plastic money and e-cash will be highly demanded.

**SUGGESTIONS**

1. More ATMs should be opened up like on high ways, in petrol stations in shopping malls for the convenience of people.
2. According to the study the future plastic money and e-cash is bright but it can be enhanced only if hankering totally disappears. If hankering kept arising than one day plastic money and e-cash will be considered totally in secure mode of payment.

3. Use of smart card should also be encouraged in India which will definitely be considered as one of the boom in our country, it will give competition to debit and credit card as smart cards are all in one card and it have security system build inside the chip of the card.
4. Banks have to put efforts so that every bank customer will avail this facility of plastic money. They have to minimize the amount charge to avail credit and debit card.
5. Bank customers have to come forward to understand the advantages of using plastic money and remain free from having bulky purse in pocket.

#### **CONCLUSION**

Electronic payment system is getting popularity rapidly. They are a quiet stable and secure payment system. Plastic cards and e-cash are a great step towards creating a cashless society. They have an extensive potential for growth considering the growth of internet. However, to ensure the acceptance of payments everywhere in the world, it is necessary to have some universal protocols specifying the set of rules and procedures that governs the transfer of information on the internet. It must provide authentication, security and privacy.

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## **17. INDIAN ECOLOGY AND MYTHOLOGY**

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### **ABSTRACT**

*Historical evidence suggests that in ancient India the natural environment was considered as a creation of Lord Brahma. Whenever humans manufacture any product, they are not actually creating it but merely transform nature from one form to another. So nature is constant but sub-components of nature born or dies out. In the words of Mahatma Gandhi, “there is enough for everyman’s need, but not every man’s greed”. Nature has created enough to meet the requirements of every living creature but there is an essential element of give and take that one should not forget. One must remember that enjoyment and sacrifices are the two sides of the same coin. One’s enjoying benefits of nature without contributing back to the environment is equal to theft. Many modern Hindus have forgotten their traditional sacred approach to nature. This particularly obvious in India where nature is often degraded and polluted. Under the compulsions caused by overpopulation, lack of education and the need to develop the economy, nature in India everywhere is suffering. Outside of India, many Hindus have lost their ecological vision as well. It is important that Hinduism reclaim the ecological vision inherent in their religion. This means bringing nature back into their lives, It is also important to examine the Hindu view of the world and its profound philosophy of Vedanta which can provide a spiritual and philosophical vision for a deeper ecological approach that we so desperately need to save our natural environment.*

**KEYWORDS:** *Mythology, Historical evidences, Plants, Animals, Rivers, Mountains, Pollution, Ecological approach.*

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### **INTRODUCTION**

Historical evidence suggests that in ancient India the natural environment was considered as a creation of Lord Brahma, the supreme creator and a member of the holy trinity in Hindu Mythology- Brahma the creator, Vishnu the preserver and Shiva the annihilator.

Various components of our ecosystem are subject to birth and death, to construction and destruction. Whenever humans manufacture any product, they are not actually creating it but merely transform nature from one form to another. So nature is constant but sub-components of nature born or dies out. According to the scriptures cycle of nature is ceaseless.

The first great cosmic age in Indian mythology was the Kritayuga. It is so named because men and women were closely bound to their creator. Every man respected the dharmic obligation

of the doing work he was set to. There was no difference between man and his environment. All creatures of God were treated alike. Vices of greed, desire, attraction were not part of the society. Lifestyle of the people was extremely simple and their needs were simple and limited. People were contented and blissful.

The next cosmic age was “Tretayuga”. This era was crowded by growing complexities in human society. Human needs grew and with needs grew greed, desire, arrogance etc. Earlier man used to satisfy his hunger by having fruits which were obtained from plants and trees. The relationship was very friendly and cordial. Thus man was totally dependent on his environment. But with the march of time, man learned to hunt animals for food. This led to the first attempted intentional step of man in the exploitation of natural resources. Then the discovery of fire, invention of some tools, burning of forests led to a chain of effects by man on his environment. Alongside the complexities in human society, the environment also grew complex. People began to exploit natural resources. Men wanted to be social so tried to learn norms to smooth interaction and to curb vices. Despite these attempts, the situation had deteriorated to such an extent that it necessitated the descent of the lord in one of his most revered avatars- the avatar of Lord Rama.

Lord Rama during his exile sought the partnership of other creatures of God like monkeys, bears, birds and squirrels etc. In a sense, his victory was a victory for nature. Ravana was technically superior to Rama’s army and his years of meditation had enabled him to control natural forces like rain, water, wind, fire and earth. In mythological terms it is said that Indra, Varuna, Vayu, Agni and others were under the spell of Ravana. Natural resources were considered precious during that era. For his personal amusement, Ravana had created “Ashoka Vatika”. It was a home to variety of birds, animals and plants. But entry was restricted to people of a certain social rank. This presents the idea of “eco-tourism” to let only elite class people enjoy natural splendour. Epic Ramayana makes it clear that while Ravana used nature for his enjoyment, he also had a tremendous respect for it.

Lord Hanumana was one of the most important characters in the Ramayana. Lord Hanumana’s forced entry to Lanka proved that those who are one with nature have the right to utilize the natural resource. Furthermore his setting fire to the sanctuary also has link with dissatisfaction of forest dwelling communities. In fact, Hanumana’s destruction of Lanka is symbolic of nature triumphing. The battle between Rama and Ravana was in a sense, a war between the love of nature and love of power. This theme is apparent through the course of the entire epic for example Rama’s appeal to birds and forest dwelling creatures to fight alongside him. The peaceful and mutual beneficial co-existence of nature and man is also exemplified in Rama’s bridge building efforts. Rama was never once let down by the creatures, he put faith in. On the other side, Ravana’s defeat was from the wrath of nature.

After Lanka was perished, Rama appointed nature loving Vibhishana as the new king of Lanka and assigned him the task of rebuilding a strong society in harmony with nature.

Now was the time of “Dwaparyuga”. More scriptures were written during this period and most Indians regard it as the dawn of history. Society prospered, arts and science was patronized, numbers of occupations were arisen and once again complexities emerged in life. To deal with

those complexities and to allocate labour class duties, caste system came into existence. Moral values diminished and once again tensions started to grow. The rulers stopped mingling with the common man.

It was the time when the earth once again prayed to Lord Vishnu to come to its rescue and redeem society. So the Lord came in dual avatar i.e. Lord Krishna and Balarama- once again a clash between moral and material world. During the greatest war in the Mahabharata, there came a clash between two ideologies: one who wanted to capture and control the earth and its all resources, another who wanted to protect the earth from all vices by reestablishing the rule of virtue and dharma. The Kauravas represented the former and the Pandavas the latter.

The Kauravas were technically skilled whereas Pandavas relied on righteousness and devotion to God. Pandavas were guided by Cowherd Krishna. Farmers, shepherds, cowherds and the forest-dwellers were the part of this army. The five Pandavas- Yudhishtir, the virtuous, Arjuna, the valiant, Bhīma, the powerful and Nakul-Sehdev who loved nature deeply could understand the voices of all living creatures.

The Bhagavada Gita, Lord Krishna's divine sermon to Arjuna in his moment of self-doubt before he steps onto the battlefield says that in our greed, we avoid hard labour and there by endanger all natural cycles. Greed allows us towards accumulation of wealth and towards exploiting nature beyond all times. Thus the natural cycle breaks and the environment collapses under this burden.

Diversity in nature compliments itself like every component compliments another. In the words of Mahatma Gandhi, "there is enough for everyman's need, but not every man's greed". Nature has created enough to meet the requirements of every living creature but there is an essential element of give and take that one should not forget. One must remember that enjoyment and sacrifices are the two sides of the same coin. One's enjoying benefits of nature without contributing back to the environment is equal to theft. This is mentioned in Gita where Lord Krishna explains to Arjuna that God will shower Arjuna with all worldly pleasure if he is working hard. His labour will be richly rewarded. It is possible to enjoy the benefits without doing any labour but it wouldn't be rewarded, thus doing so would be nothing short of theft. The spirit of give and take is also discussed in mythology. Mahabharata was the last to preach the message of environmental preservation and soon after the nature loving Pandavas and their Lord Krishna perished. An era of environmental destruction began and this started the final Dark Age called the "Kalyuga", which continues into the present day.

The Indus Valley civilization also considered nature a form of divinity. Indus Civilization and Harappan civilization were highly advanced and urbanised. People were nature loving. Admiration of grooves and sacred trees are everywhere in the mythology. Vishnu Puran states – we have worshipped trees long before ecology became fashionable in the west. If a person cuts a single tree, he must plant eight saplings in its place. He is also supposed to nurture it for six years.

The Banyan tree holds a pride place in Hindu mythology. It has its roots deep in the earth. It has additional trunks. It is also known as "Bahupada", the one with several feet. It is a symbol of long life. It is treated as Lord Brahma. This is the reason why one can see this tree in

front of the most of the temples. Its numbers of branches are regarded as home of Gods and Goddess. Many rituals are conducted under its shade. In Hinduism, this tree is called “Kalpavariksha”, the tree that provides all kind of blessings and fulfils all desires. The significance of this tree is worldwide. This tree is treated as a Brahmin and special offerings are made to it in the morning. Even now, women can be seen worshipping the tree by watering its roots and placing some milk and food stuff so that insects can have their food. Every village has its special tree. In the Bhagavada Gita, a single Banyan tree is treated as a dwelling place of all species of animals, humans, and spirits. Indian consciousness is full of trees and plants. If a look is given at the pages of different historical yugas, one will find descriptions of trees and plants.

Evidently, people understood that human civilization could not persist without natural environment. People firmly believed that any harm to a living tree or plant could have dangerous consequences for human society. After the Harappan culture came to its end, the Vedic age started. There are detailed descriptions of this age in our scriptures and mythological stories. The Vedic civilization was based on hunting-gathering based. People were living in forests. They followed natural life style and left their prints on the sand of time. Early man never viewed the destruction created by natural forces as disastrous. On the contrary, these were considered as blessing from Gods and accepted with humility.

All the ancient religion of India Hinduism, Buddhism, Jainism, Sikhism have never differentiated between the soul of a human being and the soul of an animal. Hinduism has always been an environmentally sensitive philosophy. No religion lays as much emphasis on environmental ethics as Hinduism. The Mahabharata, Ramayana, The Bhagavada Gita, Upnishadas, Vedas all contain messages for the preservation of environment and ecological balance. Nature or earth has never been considered a hostile element to conquer. In fact man is forbidden to exploit nature. He is taught to live in harmony with nature and to realize the soul of the divine power in every part of nature. Ancient civilization revered nature in all aspects.

In Indian traditions, it is essential to have proper balance of the five elements- Prithvi, Vayu, Agni, Akasha, and Pani. All forms of life contribute equally to maintain the proper balance of these elements. The rishis of ancient India always had a great respect for nature. They felt that every natural aspect had something spiritual in it. The Bhagavada Gita also advises us not to try to change the environment, improve it. If it seems hostile at times tolerate it.

Hinduism is often known as “environment friendly religion”. Hindus regard everything around them sacred may it be rivers, mountains, lakes, animals, flora as well as stars, planets etc. But some people tried to conquer nature. They wanted to make it their slaves. Hinduism gives universal message that one cannot conquer nature. Nature on the other hand wanders at man’s greed.

According to Hindu tradition there are three kinds of forest. One is Shrivana which was full of prosperity. Second is Tapovan which was meant for meditation and third is Mahavana which was supposed to be a great shelter for all. The Mahabharata says, “even if there is only one tree full of flowers, fruits in the village, that place is worthy of worship and respect”. The Peepal tree has an auspicious position in the culture of India. Its description can be found in the history of Mohenjodaro. Buddha himself found enlightenment under a Peepal tree. This tree was



considered as a giver of life. Even Gods were depicted as protectors of trees and they were shown wearing crowns made of Peepal trees. There are many descriptions of Gods, kings, warriors and scholars who used to sit around the Peepal tree. Thus it was central to all social activities. Divine spirits were thought to be caretakers of this tree. These spirits were shown as having wisdom of man. It is clear that worshipping nature has been a part of the Indian psyche, since the dawn of the civilization. The fact that trees were center of all the activities, it also indicates that people were one with nature. Not only the environment was considered as the source of all food and nourishment, they also were taken as a store house of all medicinal herbs and therapies. Trees were one of the sources of all human happiness. In the Indus civilization, people used trees and plants for their food as well as for arts and crafts and even in items of clothing.

Hinduism believes that The Tulsi herb is an anti-infective and sacred. Each hindu household has a plant of Tulsi at his place and Tulsi is worshipped every morning. It is considered to be one of the wives of Lord Vishnu. Dark or Shayama Tulsi or light or Rama Tulsi are the two types of this plant. It is a symbol of the religious bent of hindu mind and a hindu family which is incomplete without it. Tulsi is planted with a special kind of brick structure on each corner and an earthen lamp is lightened there. It is believed that Lord Vishnu can be easily pleased with tulsi leaf. Apart from its religious significance, its strong aroma and taste make it one of the elixir of life. Its leaves and extract can cure many diseases. It makes atmosphere pollution free. It also helps to keep mosquitoes, flies and other harmful insects away.

Besides sacred Tulsi plant, there are some other plants as well. Kusha is a sacred grass essential in all rituals. This plant is found everywhere even on hard ground also. It is a rough in texture and sharp on its edge. According to old legend, it was produced during Amritmanthan. While drinking drops of amrita( nectar) of immortality, some drops of it fell on this grass Kusha and it became sacred. Khusha is also related to Mother Sita because Mother Sita was the daughter of the earth so was Khusha. Hinduism holds Khusha in great reverence as no religious ceremony without Khusha is believed to be completed. It has the virtue of purifying everything.

Even mountains are treated as the abode of the Gods in Hindu mythology. The Himalaya is a great devatama a great spiritual presence, stretching from the west to the east. Snow-filled mountains of Himalayas are store house of numbers of precious stone, herbs, plants, minerals, trees and flowers. It also offers shelter to yogis, siddhas and various types of animals and birds. It is a source of the holy river Ganga and several other rivers. Himalayas are considered sacred because it is situated in north and it is a symbol of wisdom and rebirth from times immemorial. Himalayas have given out speechless messages to numbers of saints, yogis, artists and philosophers etc. the land around Himalayas is considered as “Tapobhumi” or land of spiritual essence. Even the mention of “ Mount Kailash” and “Manas-Sarovar” immediately strikes in the mind the image of Lord Shiva, after all these are the places where Lord Shiva roams with Bull Nandi. People have tried to conquer Himalayas many a times, but “conquest” word is not meant for those natural aspects of this world which are worshipped by people. It seems as if nature smiles at man’s curiosity to conquer it.

The Himalayas, where many important sages and teachers have attained true spiritual realization, is sacred not only for one religion but for many religions. Himalayas are often called “Devatma” or “God-Souled”. If one surveys of Indian literature, one will find that all Indian mythology considers Himalayas the centre of the world and also the throne of great Gods. For centuries, the mountains, the Himalayas, the Vindhya, rivers Ganga, Yamuna, Kreishna, Cavvery have been the cradles of India’s civilization.

The Himalayas is considered as home to the great pilgrim centers of Amarnath, Kedarnath, Badrinath, Mount Kailash and Manas Sarovar. It has also protected india from foreign invaders through the ages. It is a symbol of nature’s majesty. Himalayans rivers flow majestically on the plains and sing silver songs among the hills. The Himalayas form a great northern battlement with an average height of about 18000 feet.

Mount Kailash, one peak in the Himalayan region provides shelter to more than half a billion people in India in Tibet, Nepal and Bhutan. Hindus regard Kailash as the place where the divine form of the Ganga, the holiest river of all, cascades from heaven to first touch the earth. It is believed that this holy river is tied around the locks of Shiva’s hair before spewing forth from a glacier. Though thousands of feet lower than Everest, Mount Kailash has its extraordinary appearance. It opens the mind to the cosmos around it. It has served as an inspiration for innumerable devotees. The sight of this peak has a powerful effect, that it convinces people that it truly is the abode of the Gods. People view Mount Kailash as the divine dwelling place of God Shiva and Goddess Parvati. There the supreme yogi, the lord of the mountain calmly surveys the joys and sorrows that make up life below.

Nanda Devi, the goddess of bliss lies in Uttarakhand is also one of the most important pilgrimages. This range comes after Mount Kailash and Manas Sarovar. People come here to have holy dip at Goumukh, the glacial source of the Ganga. People also worship at Kedarnath and Badrinath, temples of Shiva and Vishnu. This place is also favourite place for meditation. Nanda devi is taken as one form of Durga. The people of the region consider Nanda devi as a benevolent source of life and rebirth. People also regard the peak as the abode of the ancestors.

Needless to say, the rhythm of life is dictated by water. Hinduism holds rivers in great reverence. India is a country that not only nurtures the resources nature has bestowed upon her, but also worships them for the all around prosperity they bring with them. Rivers are one such gift which is considered highly sacred throughout the country. This is because these mighty rivers have always been a source of livelihood to millions of people living in areas near it. People treat rivers as a kind of divine female as rivers are generally female divinities, food and life bestowing mothers.

The most holy of rivers, the best known, the most honoured is “The Ganga” or Ganges. She is personified as goddess Ganga. The river rises from a glacier in Garhwal. Himalayas devotees travel long distances to get Gangajal(water of Ganga) as it is regarded as sacred to keep at home. Gangajal taken from Har Ki Paudi, Haridwar is thought to be divine as it remains fresh for forever. The sacred river Ganga not only provides water for life, for land, the water itself is the symbol of life without end. The confluence of the Ganga and the Yamuna lies at the ancient city, Allahabad earlier known as Prayag. This city is mentioned in the Vedas, Ramayana and

Mahabharata etc. The Ganga is a living symbol of an ancient culture's way of life. The Hindu world daily comes to its banks, to sing, to pray, to take holy dip and to ask for her blessings. For Hindus, the Ganga is a living presence, a protector. The Ganga is as alive as it was, it is and it will be. It is the very place of hopes and dreams of entire Hindu culture. Of all the Goddess, Maa Ganga is the only one without a shadow. She is a fountain of mercy for billions of people. She comforts her children with her water like milk, the nectar of immortality. She provides all sources of life in abundance.

Hindus have always believed that water from Ganga river has extraordinary powers to heal and cure people. The British East India Company used only Ganga water on its ships during the three month journey because it remained sweet and fresh. No one is able to explain this extraordinary quality of Ganga.

Saraswati River is also regarded as Goddess Saraswati in the Vedas. She is the earliest Goddess, who is associated with a river in the Indian tradition. Saraswati a symbol of knowledge is the divine spouse of Lord Brahma. She is worshipped because of her ability both to cleanse and fertilize the earth. She is also considered as the Goddess of learning, poetry, music and culture.

Brahmaputra is the mighty river that dominates the plains and hills of the north-east India. It takes its birth from Mansarovar region of the Himalayas. It gushes down with massive force and passes by dense forest of the north-east part of India. Especially, in Assam. Brahmaputra may not be worshipped as much as the holiest river Ganga is, but it is more beautiful than Ganga. Though Brahmaputra is a masculine name but essentially it is a female. Like Ganga, it feeds millions of people by providing them their essentials. Its water too is fed by snow so it flows throughout the year.

The Ganga, Yamuna, Saraswati, Kaveri, Brahmaputra, Krishna and other rivers represent an ever flowing stream of life. It not only purifies but also fertilizes the earth. These rivers are treated as one of the major icons of Hinduism. They are extraordinary because they maintain mass spiritual communication with innumerable devotees.

Mother Earth, the Sun, the Moon and other Planets are also treated as divine souls. The earth, our mother has nurtured herself from billions of years. She has provided shelter to human race for countless centuries. No one can repay the debts of her. The Sun (Surya) is the visible presence, the vision of the Divine, the cosmic symbol for the supreme. The Sun (Surya) is the Divine light and its presence makes the world fertile. Surya is possibly the most vedic God. In the Rigveda, the Sun is worshipped as a source of light, life and warmth. According to Gayatri mantra's suggestion, the Sun is the source of inner enlightenment. The Sun is the soul of the universe and it controls living and non-living both. People purify themselves when they make an offering to this visible presence. People also worship fire (Agni) by making an offering. Agni represents the consciousness force. People seek blessings from them.

All the planets of our universe are also considered as divine presence. According to the belief, every single planet has its negative and positive results in the life of man. People worship these planets on specific days to have better life.

If one talks about the divine presence of God in every atom of this universe, one cannot forget animal world. Hindus see divinity in all living creature. Animal deities therefore occupy an important place in Hindu dharma. The ancient religion of India has never differentiated between the soul of a human being and the soul of an animal. The worshipping of animals perhaps began very early in human history. Man and animals co-existed since the beginning of this universe. This relationship is sometimes in harmony and at other times in hostility. With the passing of times, man tried to get superiority over animals by creating tools. They started eating flesh of animals, used their skin for wearing. But somewhere they had idea that if one uses flesh of animals as food or as clothes, it will transfer some qualities of animals to human being. Somewhere people worship animals to get their qualities.

Hunter- Gatherers believe that everything in this environment is of spiritual significance. All the animals and birds share a symbolic relationship of mutual understanding and trust with humans since ages. The Hunter-Gatherers believe in avoidance of any kind of destruction of nature. People worship nature and animals to such an extent that they avoid hunting of female animal especially during breeding season. In the early stone age, rock paintings also depict the close knit relationship of man and animal.

Animals in Indian tradition are considered to have feelings and passions as human being. They can adjust themselves according to the will of human and understand their speech. This makes them Divine. As men come into the contact with animals, they recognise their divinity, so give them a high position. This results into the protection of animals.

Animals were revered for many reasons. All had an important ecological and social role to play. Lord Ganesha who is an elephant headed and the simian Hanumana, all the animal incarnation of Lord Vishnu are divine. Some animals become part of god and goddess, while others become vahanas or vehicles of them. Some animals are considered friends and companions. The dog earlier was a wanderer who attached itself to people to become a part of his family. Indian mythology is full of such examples where animals are more than a friend. In Ramayana, the simian Hanumana, Sugriva, Jatayu, the vulture, all helped Lord Rama to get mother Sita back in his life.

The value of an animal may be derived from its economic value. Cattle are respected by people for they depend on animals for their survival. The Vedic period considered cattle as major source of wealth therefore, are sacred. Some animals ended up as demons. Mahishasur, the buffalo, was once the ruler of ancient Mysore but was defeated in battle by Goddess Durga.

It is believed in Hindu mythology that according to the need Supreme Being gets Himself incarnated in the form various species. In the Bhagavadas Gita,(4.7-8), Lord Krishna promises to incarnate himself:

*Yada Yada hi dharmasya glanirbhavati bharata  
Abhyuttanamadharmasya tadatmanam srijamyaham.  
Paritaranaya sadhuman vinasaya ca dushkritan  
Dharmasamsthapanarthaya sambhanami yuge yuge.*

Lord Vishnu incarnates himself as several species. The first four out of ten incarnations are from animal world and they are matsya(fish), kurma ( tortoise), varah ( boar) and narsimah

(half man and half lion). By incarnating himself, Vishnu proves that all creation be it animal or man are equal.

Animals in Indian tradition are generally vahanas or vehicles of Gods. Such as Shiva on bull Nandi and Vishnu on eagle Garuda. Vahana or vehicle is both symbol and an emblem. Bull is a symbol of strength and an emblem of Lord Shiva. Durga's emblem lion is a symbol of fertility. Lord Ganesha's vahana mouse is described as a demon to control much disliked rodent. Lakshmi, Goddess of wealth and prosperity has elephant, owl and peacock as symbol. Saraswati, Goddess of knowledge has swan and peacock. Surya (Sun), the divine presence has a chariot pulled by seven horses as his vahana. Yama, the God of death is identified with buffalo.

History has treasure of pillars beautified by images of animals made of wood and later of stones. These pillars not only served decorative purpose but were also engraved with edicts. Mauryan king Ashoka is the best example here. After the war of Kalinga, he ordered that his edicts be engraved wherever pillars were found. He also mentioned that pillars must be topped by lions, bulls, elephants etc. Numbers of such pillars can be found all over the country suggesting that they encourage worshipping of animals.

The concept of ahimsa (Non-violence) in thought and deed is India's unique contribution to world culture. This lesson of ahimsa continued into medieval India and in even modern India. Animals were used as a symbol on flags and on emblems. The Vedas and Upanishads were the first to talk about the concept of ahimsa. The concept of non-killing appears in the earliest literature. Lord Krishna during the battle of the Mahabharata told Arjun to stop chariot so that the horses can get breathe. He asked Arjuna to construct an enclosure with his arrows so that Krishna could look after horses and refresh them before continuing with battle.

It is hard to believe that one of the greatest battles of the ancient world put on hold by Lord Krishna just because he wanted to take care of the poor bleeding horses. This love and compassion showed by Lord Krishna inspire us to have such kindness towards speechless animals.

No need to say, Lord Krishna was a great animal lover. He loved cows and he was favourite of all the cows. He always took great care of cows. He grew up learning the traits of a cowherd and therefore exhibited deep affection towards animals. Krishna's all childhood pranks involved animals. As a kid, he would steal butter from his mother's kitchen and distribute it amongst monkeys.

The Rig Veda condemns all forms of killing whether it is for food, for skin, or for any reason. People domesticated cattle for milk, butter and ghee etc. they use ghee for their rituals. According to mythology, service of animals leads to heaven. No person should kill animals, rather he should serve them and this would help him to obtain heaven. According to Vedas, our mother earth was created for not only the enjoyment of human beings but also for birds, animals and all other creatures.

This idea leads to ahimsa (non-violence). It is believed that he who injures or kills any innocent beings with a desire to give himself pleasure never finds happiness neither in life nor after death. The Bhagavata Gita also preaches that a cruel person who kills others for his own existence, deserved to be killed, cannot be happy in anyway.



In the Puranas, killing of animals for any reason is considered so heinous sin that it cannot be justified in either ways. Vegetarianism in Hinduism is considered essential for spiritualism. There are evidences of vegetarianism in the most sacred texts of Hindus. These texts support meatless diet. According to these texts, “the purchaser or seller of flesh performs himsa (violence). Killer of animals does ahimsa, one who enriches his taste buds by having meats in his diet also involve in the act of himsa.”

Many modern hindus have forgotten their traditional sacred approach to nature. This particularly obvious in India where nature is often degraded and polluted. Under the compulsions caused by overpopulation, lack of education and the need to develop the economy, nature in India everywhere is suffering. Even Hindu temples are not being kept up with proper dignity and respect. In India, the government has taken over many temples and uses them to make money, giving little back to beautify the temple or even keep them clean.

Outside of India, many Hindus have lost their ecological vision as well. They are used to the urban life and often don't move beyond cities. It is important that Hinduism reclaim the ecological vision inherent in their religion. This means bringing nature back into their lives, not only through rituals, mantras and meditation but pilgrimage to the sacred sites in nature like Mt. Kailash, Gangotri, and many others, not only in India but all over the world.

It is also important that western thinkers examine the Hindu view of the world and its profound philosophy of Vedanta which sees the unity of all beings in the self, Vedanta can provide a spiritual and philosophical vision for a deeper ecological approach that we so desperately need to save our natural environment.

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## **18. CHALLENGES OF DIGITAL FINANCIAL INCLUSION IN INDIA: AN OVERVIEW**

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### **ABSTRACT**

*Information and communication technologies are transforming economies into digital economies. Digital financial transactions are the key characteristic of digital economies. This paper examines key challenges of digital financial inclusion in India. For this purpose, the paper utilizes articles of business standard, articles published in economic times newspaper, RBI's report on financial inclusion and articles published in business lines.*

*Government undertook outlay of RS.1400 crore to launch DARPAN in order to cater the financial needs of rural population through digitally supported Post offices. Cash remained the king during demonetization and after that. Designing policy framework for crypto currency transactions in order to integrate them with mainstream financial system is the real challenge.*

*The government Should make an attempt to decrease the gap between digital infrastructure and digital literacy.*

**Keywords:** *Financial inclusion, Digital financial inclusion, DARPAN, Crypto currency & digital literacy.*

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### **INTRODUCTION TO FINANCIAL INCLUSION**

Inclusive growth and development is the key to happiness and prosperity of every Nation. Financial inclusion is the key driver to ensure inclusive growth and development. "Financial Inclusion is the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players"(RBI 2011) <sup>1</sup> Financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – Transaction, payments, savings, credit and insurance – Delivered in a responsible and sustainable way (World Bank)

ICT and Technology is shaping digital payment platforms to provide convenient and customized Financial Services. Economies worldwide are adopting digital financial ecosystems to cater the financial needs of untapped for inclusive growth and development. Globally, the

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<sup>1</sup> This definition is quoted from the website- [m.rbi.org.in](http://m.rbi.org.in)

financial sector policy makers recognize the “game changing” potential of digital financial inclusion.

### OBJECTIVE OF THE STUDY

- 1.To study the relationship between Digital payments and digital financial inclusion.
2. To understand key challenges of digital financial inclusion in India.

### RESEARCH METHODOLOGY

This study is based on secondary data in the form of various reports, newspaper articles, websites etc.

### DIGITAL FINANCIAL INCLUSION

Digital financial inclusion is one step ahead of financial inclusion that enables people to convert their physical cash into digital money. It is based on digital financial systems that cater the financial needs of people through digital platforms. "Universal access to financial services is within reach—thanks to new technologies, transformative business models and ambitious reforms... As early as 2020, such instruments as e-money accounts, along with debit cards and low-cost regular bank accounts, can significantly increase financial access for those who are now excluded. " (Jim Yong Kim President, World Bank Group)<sup>2</sup>

Digital financial inclusion” can be defined as digital access to and use of formal financial services by excluded and underserved populations. Such services should be suited to the customers’ needs and delivered responsibly, at a cost both affordable to customers and sustainable for providers. (CGAP Brief definition)

The goal of financial services made available via digital means is to contribute to the reduction in poverty and deliver on the recognized benefits of financial inclusion in developing countries. Financial inclusion means the sustainable provision of affordable financial services that bring the poor into the formal economy. An inclusive system includes a range of financial services that provide opportunities for accessing and moving funds, growing capital, and reducing risk. Such services may be provided by banks and other traditional financial services organizations, or by non-bank providers.



Figure 1: Digital Financial Services Ecosystem<sup>3</sup>

<sup>2</sup> www.worldbank.org

<sup>3</sup> “Digital Financial Inclusion”, International Telecommunication Union ( ITU), July 2016, p. 3

#### **COMPONENTS OF DIGITAL FINANCIAL INCLUSION MODEL**

- Digital transactional platforms enable customers to make or receive payments and transfers and to store value electronically through the use of devices that transmit and receive transaction data and connect to a bank or non-bank permitted to store electronic value
- Devices used by the customers can either be digital devices (mobile phones, etc) that transmit information or instruments (payment cards, etc) that connect to a digital device such as a point-of-sale (POS) terminal.
- Retail agents that have a digital device connected to communications infrastructure to transmit and receive transaction details enable customers to convert cash into ("cash-out").<sup>4</sup>
- Additional financial services via the digital transactional platform may be offered by banks and non-banks to the financially excluded and underserved — credit, savings, insurance, and even securities — often relying on digital data to target customers and manage risk.<sup>5</sup>

#### **ADVANTAGES OF DIGITAL FINANCIAL INCLUSION MODEL**

- **Access to formal financial services** – payments, transfers, savings, credit, insurance, securities, etc. Migration to account-based services typically expands over time as customers gain familiarity with — and trust in — a digital transactional platform. Government-to-person payments, such as conditional cash transfers, that can enable digital stored-value accounts may provide a path for the financially excluded into the financial system
- Lower transactional costs of digital transactional platforms — both to the provider and thereby the customer — allow customers to transact locally in irregular, tiny amounts, helping them to manage their characteristically uneven income and expenses
- Customized financial services are made possible by the payment, transfer, and value storage services embedded in the digital transaction platform itself, and the data generated within it
- Reduced risks of loss, theft, and other financial crimes posed by cash-based transactions, as well as the reduced costs associated with transacting in cash and using informal providers
- **Economic empowerment** by enabling asset accumulation and, for women in particular, increasing their economic participation.<sup>6</sup>

#### **CHALLENGES OF DIGITAL FINANCIAL INCLUSION IN INDIA:**

**1. The cash -digital divide:** In India, the financial needs of people range from saving money in PMJDY accounts to investing money in Bitcoins. The poor households prefer to keep cash and the other group of society is inclined to digital payment platforms. Defining the scope of Digital

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<sup>4</sup> “Digital Financial inclusion: Implications for Customers, Regulators, Supervisors, and Standard-Setting Bodies” in

CGAP Brief, USA, February 2015,

<sup>5</sup> [www.worldbank.org](http://www.worldbank.org)

<sup>6</sup> Ibid.

financial inclusion for a population of such diverse financial needs is the real Challenge for policymakers.

**2. Behavioral issues:** Designing of a digital framework for distribution of financial services to a society with diverse financial needs becomes even more challenging when people are susceptible of change or restrain change. 68% of transactions in India are cash based.<sup>7</sup> "Cash remained The King" even during 2017. Making people adaptable to change is a long process and requires continuous efforts on the part of government to implement the digital policy in a phased manner.

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**3. Policy framework for "cryptocurrency" transactions:** More and more people are getting attracted towards Sheetal currencies such as Bitcoin. In India, Bitcoin is not legal but wait it is not illegal as well. The Vary nature of cryptocurrency is acting as a challenge in formulation of regulatory framework .RBI has asked banks to carefully evaluate the businesses of these cryptocurrencies. Designing a regulatory policy Framework for such cryptocurrencies is the real challenge for RBI.<sup>9</sup>

**4. Gap between Digital infrastructure and digital literacy:** The government is continuously putting in efforts to improve digital infrastructure and connectivity in rural areas. The number of POS machines have increased in country from 15,12,608 at the end of October 2016 to 22,24,977 at the end of February 2017. Digital literacy is very poor in rural areas along with poor cyber laws and security. The gap between Digital infrastructure and digital literacy should be reduced to ensure the digital financial inclusion in India.<sup>10</sup>

#### **INITIATIVES TAKEN BY INDIA FOR A DIGITAL PATHWAY TO "FINANCIAL INCLUSION":**

**1. DARPAN ("Digital advancement of rural post office for a new India")** to improve quality of service, add value to services financial inclusion of unbanked to rural population. Government undertook outlay of rupees 1400 crore in order to cater the financial needs of untapped rural areas with the help of digitally supported post offices. This initiative will help India to pave pathway for Digital financial inclusion.<sup>11</sup>

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<sup>7</sup> Business Standard, 14 November 2016

<sup>8</sup> Charan Singh, "Last mile Issues in digitization drive" in Businessline in The Hindu newspaper. See also, [www.thehindubusinessline.com](http://www.thehindubusinessline.com)

<sup>9</sup> Saloni Shukla and Sachin Dave, "RBI warns banks about crypto risks, wants higher scrutiny", The Economic Times, 25 January, 2018.

<sup>10</sup> Charan Singh, "Last mile Issues in digitization drive" in Businessline in The Hindu newspaper. See also, [www.thehindubusinessline.com](http://www.thehindubusinessline.com)

<sup>11</sup> "Darpan Launched for Financial Inclusion of Rural Population", Business Standard. See also,

**2. FIGI (Financial inclusion Global initiative) :** FIGI is a partnerships project with world bank, the international telecommunication union (ITU) and the committee on payments and market infrastructure (CPMI), with support from the Bill and Melinda gates foundation to encourage digital financial services in order to meet financial needs of poor and unbanked consumers. The first FIGI symposium was held in india last year that provided a unique platform for various regulators, policymakers and digital financial services Experts to share lessons learnt about different digital financial inclusion models and services, the regulatory framework and mitigation of risk associated with digital financial inclusion.<sup>12</sup>

**3. Demonetisation :** On 8 november 2016, the Government of India announced the demonetisation of all ₹ 500 and ₹ 1000 banknotes of the Mahatma Gandhi Series. The government claimed that the action would curtail the shadow economy and promote less cash transactions. Demonetisation acted as "test marketing" for Digital payments as it helped the government to understand cash-digital divide in India. Although, cash remained the king during and after demonetization (68 % transactions are cash based in India)but it encouraged the use of digital payments, mobile banking, net banking and other online payment modes. Debit card transactions rose to more than 1 billion in January 2017 from 817 million last year.<sup>13</sup>

<b>Digital Drive Gathers Momentum</b>						
	2017			2016		
	JAN	FEB	MARCH	JAN	FEB	MARCH
<b>VOLUME OF TRANSACTIONS (IN MILLION)</b>						
<b>Debit Cards</b>	<b>1,040.97</b>	<b>944.32</b>	<b>981.28</b>	<b>817.51</b>	<b>796.69</b>	<b>844.59</b>
IMPS	62.42	59.75	67.41	22.48	23.86	25.98
PPIs	295.8	280.02	342.09	65.25	65.37	72
<b>VALUE OF TRANSACTIONS (IN ₹ BILLION)</b>						
<b>Debit Cards</b>	<b>2,006.48</b>	<b>2,286.82</b>	<b>2,616.45</b>	<b>2,327.99</b>	<b>2,259.57</b>	<b>2,342.82</b>
IMPS	491.25	482.21	564.68	165.59	169.67	198.73
PPIs	110.01	96.28	106.77	49.09	49.98	59.72
Source RBI						

**4. Digital payments:** The internet and mobile associations of India (IAMAI) & Itzcash card limited emphasized the need to encourage and promote digital payments to ensure a fast paced shift from cash to cashless economy. IAMAI organized 3<sup>rd</sup> financial inclusion and digital payments conference in Mumbai to work out various Business models that are conducive to push "Digital payments" growth.<sup>14</sup> Digital payments in India currently aggregate less than USD

wap.business-standard.com

<sup>12</sup> International Telecommunication Union, www.itu.int

<sup>13</sup> "One year of Demonetisation: How India is holding up", The Economic Times, 27 May 2017

<sup>14</sup> "3<sup>rd</sup> Financial Inclusion & Digital Payments Conference held in Mumbai", See, www.indiainfoline.com



200 billion, of which mobile is still at USD 10 billion in financial year 2018. It is expected that the total digital payments market in India grow to USD one trillion by 2023. Digital payments will further explode when WhatsApp will integrate payment button. Thus, digital payments can help to reduce cash digital divide by supporting digital financial inclusion in India.<sup>15</sup>

#### **CONCLUSION**

Digital technology is rapidly changing the structure of economic systems, competition growth all around the globe. India is at initial stage of Digital financial Inclusion. Formulation of Cryptocurrency policy framework as an integral part of regulatory Digital financial system is a real challenge for RBI. Even though many people have been excluded from the digital economy, ample opportunities are available for it to support digital financial inclusion to achieve the goal of inclusive growth and development. Digital payment platforms can help to reduce cash digital divide in India.

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<sup>15</sup> “Digital payments in India to reach \$ 1 Trillion by 2023: Credit Suisse” in The Economic Times, 15 February 2018

## 19. PROLIFERATION OF ALGORITHMS IN DECISION MAKING: POTENTIAL RISKS AND SOLUTIONS

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### ABSTRACT

*Algorithmic decision making enables us to tackle complex problems through sophisticated machine learning techniques with the availability of massive amounts of human behavioral data. Reliance on Algorithms to address complex societal problems is increasing day by day. There may be positive impacts of this trend if decisions are considerably fair and transparent. However, the problems of digital discrimination, information asymmetry and lack of transparency may arise with the increasing use of algorithmic decision making. This paper focuses on potential risks (that might affect the society by using algorithmic decisions) and solutions to address the problems associated with algorithmic decision making.*

**Keywords:** Algorithms, Decision making, Digital discrimination

### 1. INTRODUCTION

Vast and prodigious availability of human behavioural data is rapidly changing the world we live in. The world has become more accessible with the advent of various machine learning techniques based on big data. Algorithms aid to speed up the process of decision making that we make as businesses, communities and individuals.(de Laat, P.B. Philos. Technol. (2017)). Complex problems can be tackled easily with increased number of analytical and technical capabilities of algorithms. Decisions which are made by humans alone are subjected to discrimination, jealousy and various other human behavioural factors. Now days, the various decisions are assisted by algorithms which include hiring, lending, policing, criminal sentencing and stock trading. Algorithms can optimize the decision making process by providing real time feedback and forecasting outcomes (wang et.al, 2013). Although algorithms caters to various benefits to individuals and businesses and have made the decision making process easier but at the same time, proliferation of algorithms in everyday life has posed many risks and raised the concerns of algorithmic accountability. One of the factors which require the algorithms to be more accountable is digital discrimination which is also referred to as algorithmic bias. Digital discrimination occurs when an individual or group receives unfair treatment as a result of algorithmic decision making process. In April 2016, the European Parliament and Council officially adopted the General Data Protection Regulation (GDPR), the first set of comprehensive regulations for the collection, storage, and

processing of personal data within the European Union in over two decades. While the bulk of the GDPR is specifically focused on the "right to protection of personal data", it is also the first piece of legislation to address explicitly the effect of algorithmic decision making on the "fundamental rights and freedoms of natural persons" (art. 1(2), including algorithmic discrimination.

This paper focuses on two important factors related to algorithmic decision making that affects the society i.e. its benefits and risks. Focus is given on various benefits that include use of algorithms in predicting factual information, weather forecast, other empowering tools such as search engines, aid in medical science etc. Emphasis is given on two main risks i.e. discrimination and lack of transparency and accountability. These are two important factors that impact daily lives of millions of people. Solutions have been proposed which may prevent the algorithms from being harmful to the society. There are additional challenges that are not discussed in this paper. For example, issues relating to data ownership, privacy, informed consent and limited understanding (literacy) about algorithms' abilities and resulting risks among the general public are not discussed here.

## **2. BENEFITS OF ALGORITHMIC DECISION MAKING**

Algorithms are the force behind data revolution that is taking place. In private Sector, Algorithms acts as backbone of various business models deployed worldwide. In public Sector, particularly in Europe and US, algorithms have find their place in various decision making processes and is now starting to be used in high stake areas such as criminal justice.

.Algorithms have in some way made an impact on almost every field of economy. Algorithms are predicting factual outcomes more accurately than human beings, producing better weather forecasts and algorithms can even read the X-rays more accurately than doctors at much lower cost. Fortunes of many businesses depend on the best trade executing programs. Companies analyse Hollywood scripts on different points and predicts whether the movies is going to be a success or failure. Algorithms also identify which scenes can be included to increase the prospective ratings.(Tom Rowley, 2014). For several years now, algorithms have been writing sports stories, taking box scores and converting them into grammatically correct prose virtually indistinguishable from human-authored text.(Christopher Steiner, 2012).

## **3. RISKS ASSOCIATED WITH ALGORITHMIC DECISION MAKING**

Algorithms are being used in more tasks and decisions and are provided more independence to execute such tasks. Now a days, the use of algorithms is increasing in three fundamental economic decisions i.e. hiring, insurance and credit. Apart from economic decisions, algorithms are also being used in criminal justice areas as well. Increased use of algorithms, largely opaque and unregulated, pose questions of algorithmic accountability. There are two main risks which are associated with decision making process aided by algorithms i.e. algorithmic discrimination and lack of transparency.

### **3.1 Algorithmic Discrimination**

Discrimination can occur in two ways : two people may be same in relevant aspects but are treated differently ( such as two defendants committing the same crime, but ne getting a lighter sentence). Or relevant differences between them are not accounted for, and the two people are treated in the same way( for example someone's zip code is used as one of the factors to determine the likelihood of defaulting on a loan). The failure to acknowledge these relevant details about an individual is what makes the outcome unfair, and therefore a wrong. In this way, a person may reasonably expect for a certain outcome which is wrongfully prevented by an algorithm, constituting a harm.

High and low income countries face the same categories of harms and threats from algorithmic decision making. However, the impact of these harms can be vastly different depending on existing legal protections and accountability mechanisms in place, especially for marginalised groups in fragile contexts, however, many argue that algorithmic discrimination may lead too unchecked aggression, and even life threatening exclusion from public services and resources.

#### **3.1.1 Causes of Algorithmic discrimination**

Algorithmic decision making procedures can reproduce and reinforce existing patterns of discrimination e.g. by inheriting the prejudice of prior decision makers. Discrimination by algorithms can materialise as the result of problems at different stages.

- **Biased or poor quality input data** : The data may be biased, incomplete or may be of poor quality leading an algorithm to produce poor and perhaps discriminatory outcomes.  
For example, predictive policing often relies on previousarrests to define where police should be deployed,and the characteristics officials should search for indefining their targets. If we assume a specific minority isdiscriminated against, and thus its members are friskedmore often than members of other groups, all thingsequal the arrests for possession of illegal drugs andundeclared weapons amongst members of this groupshould be reported disproportionately. If the data onarrests is not fed to the algorithm as a proportion offrisks, the algorithm would likely recommend continuingsuch disproportionate activity in those neighbourhoodsand targeting members of the affected group.
- **Poorly defined rules**: The data used as an input foralgorithmic decisions may be poorly weighted  
For example, Social credit scoring companies may lower a customer's credit limit not basedon the customer's payment history, but rather based onlocation and social analyses of other customers with apoor repayment history that had shopped at the sameestablishments where the prospective customer hadalso shopped
- **Lack of contextual awareness**: The definition of quality ofthe training data and the robustness of the rules and weightsis often context specific. Algorithms that work well within thecontext for which they were designed might discriminate ifrolled out in a different context.  
For example, face detection software fails to detect the faces of minority groups, yet detects a face when shown a white mask.

• **Feedback loops:** Algorithms don't operate in a vacuum. Their activity affects the Environment from which they extract the data they use as input. A biased algorithm might reinforce its biases, in what could be deemed a self-fulfilling prophecy loop. For example, an algorithm might suggest (based on biased data or a glitch in the rules) that a specific group should be denied access to credit due to a perceived lack of capacity to repay. If this same algorithm is used widely enough the systematic exclusion of that group's access to credit might follow. Over time the economic wellbeing of this whole group will deteriorate. The algorithm will have undermined members of this group individually, but also the informal social networks each individual member of the group relies on in moments of urgency. The group as such will have become, in effect, less capable of repaying loans.

### **3.2 Information asymmetry and lack of transparency**

The mandate for accountable algorithms in government and corporations' decision-making tools is fundamental in both validating their utility toward the public interest as well as redressing potential harms generated by these algorithms.

Transparency, which refers to the understandability of a specific model, can be a mechanism that facilitates accountability. More specifically, transparency can be considered at the level of the entire model, at the level of individual components (e.g. parameters), and at the level of a particular training algorithm. In the strictest sense, a model is transparent if a person can contemplate the entire model at once. Thus, models should be characterized by low computational complexity.

However, the ability to access and analyze behavioural data about customers and citizens on an unprecedented scale gives corporations and governments powerful means to reach and influence segments of the population through targeted marketing campaigns and social control strategies. In particular, we are witnessing an information asymmetry situation where a powerful few have access and use resources and tools that the majority do not have access to, thus leading to an –or exacerbating the existing– asymmetry of power between the state and big companies on one side and the people on the other side (Akerlof, 1970), conceptualized as a “new digital divide”. In addition, the nature and use of various data-driven algorithms for social good, as well as the lack of computational or data literacy among citizens, makes algorithmic transparency difficult to generalize and accountability difficult to assess (Bhargava, 2015).

## **4. THE SOLUTIONS**

### **4.1 Solutions to prevent Algorithmic discrimination**

Algorithmic discrimination can be prevented in machine learning by precluding the use of sensitive attributes (Burrell, 2016). For example, if we want a race-blind or a gender-blind decision-making process we may exclude these attributes (i.e. race, gender, etc.) from the process. However, this solution has several technical problems. First, the excluded attributes can often be implicit in non-excluded ones (Pedreschi, D., Ruggieri, 2008). For example, when race is excluded as a criterion for granting a loan, some implicit information can be present in the individual's zip code, given that zip code may be a good representation for race.

In the last few years, several researchers have proposed different technical definitions of fairness in machine learning, most of which formalize some notion of group fairness. One of the most used notions is statistical parity, which requires that an equal fraction of each group should receive each possible outcome (Calders, T., Verwer,).

#### **4.2 Algorithmic Accountability**

To address algorithmic harms and discrimination, the concept of algorithmic accountability has begun to emerge. Accountability is usually referred to as the duty governments and other authorities have to present themselves before those whose interest they represent or are otherwise bound to, and justify how power was exercised, and resources were used. When applied to algorithms, algorithmic accountability has often been conflated with other values, such as transparency (Saurwein, F., Just, N., & Latzer, M. (2015)). Transparency has been held as an essential component of accountability, enabling citizens, consumers, data journalists, watchdog organisations and others to verify and understand the inputs, processes and outputs of a complex algorithmic system to identify evidence of harms as a first step for redress (N. Diakopoulos (2014)). However, several researchers in recent years have pointed to limitations in defining algorithmic accountability as transparency. Crawford and Ananny (2016) classified and filtered these into a list of 10 of transparency's limitations. The list includes the claim that the new complexities introduced by algorithms make "being able to see a system" as insufficient for "being able to know how it works and govern it." (Ananny, M., & Crawford, K. (2016))

Although we are at a stage in which the definition of algorithmic accountability is still being agreed upon, experts and practitioners have been putting forward general principles to be debated. In January 2017 the Association for Computing Machinery (ACM) called for comments regarding its statement on the growing risk of algorithmic bias, where in defining the practical implications of accountability in this context, it claimed that "Institutions should be held responsible for decisions made by the algorithms that they use, even if it is not feasible to explain in detail how the algorithms produce their results."

Another actor at forefront of interdisciplinary discussions on re-evaluating how accountability in particular can be more clearly defined is the Fairness, Accountability and Transparency in Machine Learning (FATML) community. This interdisciplinary academic community of computer scientists, developers and researchers organized itself in 2014. In 2016 FATML released—and opened for comment—a set of five guiding principles for "accountable algorithms", which they hope will "help developers and product manager's design and implement algorithmic systems in publicly accountable ways. Accountability in this context includes an obligation to report, explain, or justify algorithmic decision-making as well as mitigate any negative social impacts or potential harms."

Although such general principles shed light on important aspects of algorithmic accountability, it is essential for companies and governments to find new methods and options for accounting for harms. This can happen by focusing on what conditions or categories of harms companies and governments should be accountable for, and to whom they should be accountable to (Diakopoulos, N. et al.). While citizens are often the focal point of accountability efforts,



instances involving sensitive information may not allow for direct citizen engagement. Accounting in these circumstances may occur before government oversight committees, internal auditors or regulators who would be granted greater access to the details of the system and responsibilities to investigate specific elements.

While companies and governments have the responsibility to account for harms related to algorithmic decision-making, it is not definitively clear who should have the responsibility to repair such harms. Take for example Facebook and the issue of fake news propagated with social media platforms. While Facebook has the responsibility to take account for fake news happening within its system, changing the incentive structures that drive fake news as well as redressing the harms it might generate is a much bigger task that will involve Facebook as well as other actors. This leads us to the concept of algorithmic justice.

#### **CONCLUSION**

We live in a world which hosts the availability of vast amounts of human behavioral data, combined with advances in machine learning are enabling us to tackle complex problems through algorithmic decision-making. The opportunities to have positive social impact through fairer and more transparent decisions are paramount. However, algorithmic decision-making processes might lead to discrimination, information asymmetry and lack of transparency. In this paper we have provided an overview of both existing limitations and proposed solutions regarding fairness, accountability and transparency in algorithmic decision-making. We would like to emphasize the importance and the urgency to engage multi-disciplinary teams of researchers, practitioners and policy makers to propose, implement and evaluate in the real-world algorithmic decision-making processes that are designed to maximize their fairness and transparency.

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## 20. SMART CITY USING IOT

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### ABSTRACT

*IOT is a new technology that is growing rapidly in modern field of wireless telecommunication or networking. IoT(stands for Internet of things) refers to network of physical objects embedded with electronics, software, sensors and network that enables objects to collect and exchange data. IoT enables devices to do smart work. IoT will automate task sthat required lot of efforts and time & also helps to take corrective measure in advance before something happens wrong. In this era, sensors and other types of sensing devices, wired and wireless networks, platforms and tools, data processing/visualization/analysis and integration engines, and other components of traditional IoT are interconnected through innovative services to realize the value of connected things, people, and virtual Internet spaces.*

*Intelligent services could be offered on top related to any aspect of humans' activities. A typical example of services offered in the framework of Smart Cities is IoT-enabled waste management. Home automation is very exciting field when it uses new technologies like Internet of Things (IoT). Raspberry pi is credit card size computer. Raspberry pi supports large number of peripherals. Raspberry pi is having different communication media like Ethernet port, HDMI port, USB port, Display Serial Interface, Camera Serial Interface, Bluetooth, Bluetooth low energy. It allows to control number of home appliances simultaneously.*

*The adoption of Future Internet technologies enhanced by the use of the Internet Protocol (IP) on numerous wireless sensors enables the Internet of Things (IoT) paradigm. Numerous sensors have the opportunity to be part of Wireless Sensor Networks (WSNs).*

**Keywords:-***IoT, Smart Cities, Waste Management, Sensors, Home Automation, Mobile Devices.*

### INTRODUCTION:

IoT stands for internet of things or devices that are connected to internet. IoT is changing the lifestyles of people. Now a days, people prefer automation systems rather than manual systems. IoT has received attention not only from scientists, industry and government but from all over the world as IoT has potential in changing the lifestyle of human beings.

The Internet of Things (IoT) is a key element of global digital transformation. IoT does not simply describe a new type of technical architecture, but a new concept that defines how we interact with the physical world. Digitization and the increasing connectivity between devices, citizens, and their governments continue to transform many aspects of our societies and

economies in meaningful ways. Smart cities benefit from sensors that can measure air quality, traffic flow, and energy consumption. The Internet of Things is a transformational concept. The objective of IoT is Anything, Anyone, Anytime, Anyplace, Any service and any network. This paper proposes a novel implantation of IoT enabled Smart City which is control and monitor by smart devices through GSM and Internet Technologies.

**OBJECTIVES:**

- To support better living, create more opportunities, support stronger communities and improve the quality of life.
- To make better use of public resources.
- Reducing the operational costs of public administrations.

**LITERATURE SURVEY**

This paper provides a simple introduction of the Intend its potential benefits to society. IoT is envisioned as billions of sensors connected to the internet through wireless & other communication technologies. These sensors will generate large amount of data which is need to be analyzed & interpreted for its utilization. For the implementation of Smart City ,we can apply the benefits of IoT services such as Smart Parking ,Home Automation,Waste Mangement etc.

**10 KEY POINTERS THAT CAN HELP CITIES DEVELOP A COMPREHENSIVE, INTEGRATED SMART CITY**

These pointers are primarily directed at city officials, that isto say, the individuals drawing up the policies and implementing them. But they are also highly relevant for city infrastructure operators and the providers of smart city solutions, both big businesses and start-ups. After all, these players need to know and understand the priorities of the marketplace.

**1. REEVALUATE THE ROLE OF THE CITY AND ITS ADMINISTRATION**

Smart city strategies provide a unique opportunity for reconsidering what exactly the city should offer in terms of services, and what the reach of those services should be. The "city as a service" model is often appropriate– along the lines of "we will contact you when your passport needs renewing" rather than the other way around.

**2. INVOLVE CITIZENS AND OTHER STAKEHOLDERS**

Before you begin to define your smart city strategy, you must understand the needs of your target group. Getting citizens and other stakeholders from civil society, NGOs, business, etc. on board right from the start inessential. It enables you to define the added value that your smart city concept should provide to end users.

**3. AVOID ISOLATED SOLUTIONS – LOOK BEYOND E-GOVERNMENT AND ACTIVELY APPLY BEST PRACTICES**

Many smart city concepts today focus on individual and not integrated solutions. Think about the whole range of action fields in your city and ensure that the interfaces between the different sectors are digital inorder to foster cross-sector activities. Actively look for best practices and apply them.

**4. ENCOURAGE INITIATIVES,SELF-SUSTAINING BUSINESS MODELS AND OTHER CONTRIBUTIONS FROM THE PRIVATE SECTOR**

Businesses increasingly see themselves as both global and local citizens. They are willing to engage in activities that strengthen their local environment and will often invest significantly in them. Draw on this support. Not everything has to be financed from the public pocket – many smart city solutions, such as parking guidance and information (PGI) systems, can be financed by the private sector.

**5. CREATE A COMPREHENSIVE DATA STRATEGY AND DATA PLATFORMS**

Understand the data you already have, creating data platforms to link existing data structures with each other. Implement an open data policy, proactively making public information available as a basis for a control enters and innovative data-based applications.

**6. SET UP INNOVATION LABS TO FOSTER AN INSPIRING ECOSYSTEM**

Create an ecosystem for innovation and entrepreneurship by providing facilities such as "maker spaces", "living labs", or "business incubators". Importantly, ensure that these facilities have the necessary regulatory room to manoeuvre. Provide technical and financial support wherever possible.

**7. ENSURE DATA SECURITY**

Interconnected digital systems come with an increased need for data security. Your smart city strategy should include a cyber-security concept.

**8. INVOLVE INFRASTRUCTURE OPERATORS IN DESIGNING, FINANCING AND IMPLEMENTING INITIATIVES**

Most major cities own and operate their infrastructure via intermediary companies, such as public utilities, public transit operators, and so on. These players have an important role in designing, financing and implementing smart city concepts. They can also help to develop smart city business models.

**9. GAIN POLITICAL BACKING AND INTEGRATE PUBLIC FEEDBACK**

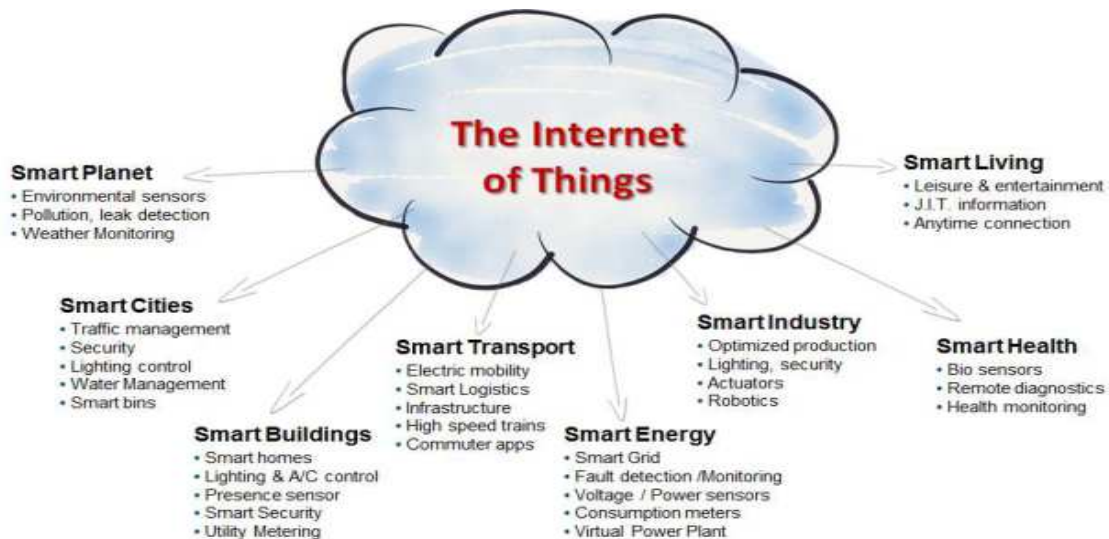
Once you have drawn up a smart city strategy, it is important to gain political backing for it. Equally important, however, is inviting citizens and other stakeholders to join in a structured and focused dialog about the strategy to ensure alignment over goals and actions. This could involve the use of participation platforms.

**10. ESTABLISH A COORDINATING BODY AND A DEDICATED PLANNING SYSTEM**

Put a central authority in place to coordinate the various smart approaches across the city. The job of this body is to plan, monitor, support and evaluate the successor individual initiatives and so avoid a piecemeal approach. Clear, realistic goals, timeframes, and budgets are essential. To get started along the road to building a comprehensive smart city strategy, we recommend using our free online self-assessment tool (at <http://rb.digital/SmartCityStrategyIndex>). The tool is simple to use: You enter details about your city and answer a series of questions. The process takes about 30 minutes in total. After completing the self-assessment, you will receive your Smart City Strategy Index score and our team will then provide you with a feedback report outlining a customized smart approach for your city, identifying any possible areas for improvement. We also offer clients access to our resources in the area of smart city strategies. Working with city planners, infrastructure operators, and providers of solutions gives us a unique perspective. Our clients canals refer to an increasing range of "deep dives" into best-practice solutions from around the world to help them develop or refine their own smart city strategy.

### SMART CITY IMPLEMENTATION MODELS BASED ON IOT

Recently, many local governments have been aiming to implement an IoT-based smart city through the construction of a test bed for IoT verification and an integrated infrastructure. This movement also corresponds to the creative economy that is emphasized by the government.



**Figure :-**Usage of IoT Technology

### STEPS TOWARDS SMART CITY IMPLEMENTATION

i) **Waste Management:-** These include Waste Collection & Planning, Transportation of Waste, Recycling of Waste. For this, effective IoT-enabled model must be used for waste management.

ii) **Home Automation:-** Home Automation System uses the technology of IoT for monitoring and controlling electrical & electronic appliances by using Smart Phone. IoT enables to control various electrical & electronic appliances.

Normally the smart homes will be conscious about what happens inside a building, mainly impacting three aspects:

- Resource usage (water conservation and Energy consumption etc),
- Security
- Comfort

iii) **Smart Parking:-** It refers to platform that enables real time checking of available space, parking prices in areas for reservations through web and mobile connections. Furthermore, smart safe crosswalk service can prevent pedestrian accidents.

iv) **Smart education service:-** This includes interactive lectures provided to students through internet. IoT enables to have smart education service can be available even from smart phones. IoT enables Indian teachers to deliver lectures to foreign students to promote 'GURU-SHISHYA' value all over the world. We suggest in education ethics must be included.



#### SMART CITY TECHNOLOGICAL ECOSYSTEMS

From a technological perspective, the smart city ecosystem is a complex one comprising many technology areas. Major players operate in several areas, providing solutions that complement (and sometimes overlap) other players. Those companies that are able, are working toward convergence point where they can provide end to end solutions for city technology needs. However, most players lack the scale to achieve this and must work in collaboration with partners from other technology segments.

Several concepts of the Smart city rely heavily on the use of technology; a technological Smart City is not just one concept but there are different combinations of technological infrastructure that build a concept of smart city.

- **Digital city:** Yovanof, G. S. & Hazapis, G. N. define a digital city “a connected community that combines broadband communications infrastructure; a flexible, service-oriented computing infrastructure based on open industry standards; and, innovative services to meet the needs of governments and their employees, citizens and businesses”. The main purpose is to create an environment in which citizens are interconnected and easily share information anywhere in the city.
- **Virtual city:** In these kinds of cities functions are implemented in a cyberspace; it includes the notion of hybrid city, which consists of a reality with real citizens and entities and a parallel virtual city of real entities and people. Have a smart city that is virtual means that in some cities it is possible the coexistence between these two reality, however the issue of physical distance and location is still not easy to manage. The vision of the world without distance still remains unmet in many ways
- **Information city:** It collects local information and delivered them to the public portal; In that city, many inhabitants are able to live and even work on the Internet because they could obtain every information through IT infrastructures, thanks to the sharing information method among citizens themselves. Using this approach, an information city could be an urban centre both economically and socially speaking; the most important thing is the linkage among civic services, people interactions and government institutions.
- **Intelligent city:** it involves function as research or technological innovation to support learning and innovation procedure. The notion emerges in a social context in which knowledge, learning process and creativity have great importance and the human capital is considered the most precious resource within this type of technological city. In particular one of the most significant feature of an intelligent city is that every infrastructure is up to date, that means have the latest technology in telecommunications, electronic and mechanical technology. According to Komninos and Sefertzi, the attempt to build an “intelligent” Smart City is more a radical innovation rather than an incremental innovation owing to a big quantity of efforts to use IT trying to transform the daily life.
- **Ubiquitous city (U-city):** It creates an environment that connect citizens to any services through any device. This makes easier to the citizen the use of any available devices to interconnect them. Its goal is to create a city where any citizen can get any services anywhere and anytime through any kind of devices. It is important to highlights that the ubiquitous city

is different from the above virtual city: while the virtual city creates another space by visualizing the real urban elements within the virtual space, U-city is given by the computer chips inserted to those urban elements.

#### **CURRENT TRENDS AND FUTURE THOUGHTS**

The end goal of smart city IoT platform is to have plug- and-play smart objects that can be deployed in any atmosphere with an interoperable backbone allowing them to merge with other smart objects around them. In order to understand this goal, there are many technological hurdles including architecture, energy efficiency, security and privacy, Cloud computing, data analytics and GIS based interpretation. Standardization of frequency bands and protocols play a vital role in accomplishing this goal. Several projects and activities detailed above are addressing these critical challenges in the next decade, a clearer picture regarding the usefulness of IoT in making the city smart will emerge. Due to the scale of activities, participation of large companies and the Government will play a essential role in the success of this emerging technology.

#### **CONCLUSION**

IoT has potential to implement smart city. IoT is the way to make the India as 'Digital India'. This study is significant in outlining general information about IoT, such as definition, market size, and status of IoT, which has become a hot IT topic nowadays, and in presenting applicable IoT business models to help business entities and research institutes participating in related projects build a smart city as part of the future vision of local governments by reflecting the new information paradigm of IoT. A limitation of this study, however, is the lack of available data in that hinders the required empirical analysis on the benefits of IoT technology. We hope that more research in this field will be conducted in the future.

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## 21. CLOUD COMPUTING

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### ABSTRACT

*Traditional Business application has been very expensive. The amount of hardware and software required to access traditional application were very large. User has to worry about storage, power, type of hardware and software. there is also a need of whole team of experts to install ,test and run them .With cloud computing user do not have to worry about things such a storage ,hardware, software and power. A concept behind cloud computing is the location of services and details of hardware and operating system which it is running are irrelevant to users, The growth of cloud computing increasing day by day. Most of the companies convert their product and services to the cloud computing. In this paper, we focus on the various issues of cloud computing. It is a service which is provided and managed on our behalf. The basic principle of cloud computing is that we no longer need to worry how the service you're buying is provided, with Web-based services, we simply concentrate on whatever our job is and leave the problem to someone else. We identified several challenges from the cloud computing adoption perspective and we also highlighted the cloud computing benefits .Since security and privacy issues present a great barrier for users to adapt into cloud computing systems. We identify the various services provider of cloud computing such as IaaS, PaaS and SaaS.*

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### WHY CLOUD?

Ten years ago a cloud was a visible collection of water or ice particles suspended in the air. Today “the cloud” change its meaning more than you see in the sky, it’s become part of our everyday computing life. Although cloud computing is a large process and its required storage and it seems like every major company used the concept of cloud computing. Cloud computing allow you access your business data and applications from anywhere at anytime from any mobile device, at very lower cost. The cloud gives you provision to access your small businesses to technologies that previously were out of their reach and its allow organisation to compete with both other small businesses and larger ones. for example, many software vendors no longer have desktop software offerings - they have moved their products to the cloud and it is very inexpensive There is no need to buy your costly software. Besides these no need to con buy software programs and install them on your own desktop, using cloud applications

Cloud computing provide organisation and their employees to easy access to applications and data from different computers, devices and server. Since cloud applications are browser-based it is easily accessible from mobile devices such as tablets and smart phones. For example, cloud-based accounting applications come with Android or Apple compatible mobile applications that allow you to access your accounting data from any mobile device and send invoices and other data related to accounting.

A cloud is simply a computer where you store your files and documents over the internet. Before the cloud, you stored everything on your own computer. Before the cloud, you saved your files – your documents, files, seminar , presentations, photos and videos to your personal computer and your local hard drive. However, today we have tablets, smart phones and usually more than one computer. Storing a file on my local hard drive is useless if you want to access these from other location or another computer. So what do we do, we simply save a copy of that file on the remote server of a cloud provider so that it can be accessed from any device that has an internet connection. We copy our information or data to someone else's computer.

#### **CLOUD COMPUTING ASPECTS**

Cloud computing is a very vast concept and has seen a major growth in past years and there are many aspects which still need to be analysed and has a scope of research and development. Enlisted are the few aspects

##### **SECURITY**

Cloud security issues and the risks of cloud computing are not well understood today and are one of the biggest barriers to adoption of these services.

- Data security in the cloud
- Cloud computing standards and compliance
- Cloud governance

##### **COSTS AND MANAGEMENT**

Deployed correctly, cloud computing will save you money, but there are lots of things to getting it right. And with on-demand, pay-as-you-go cloud services, it's critical to manage all these.

- Cloud computing pricing and economics
- Negotiating service-level agreements and billing with cloud providers
- Cloud management and monitoring

##### **DEVELOPMENT**

Discover how cloud computing development platforms let you fire up and test the higher limits of an application in minutes and shut it down just as fast.

- Platform as a Service
- Cloud development and testing
- Cloud APIs and frameworks
- Big data
- Building scalable websites in the cloud
- High-performance computing



## **TWO VERSIONS OF CLOUD**

Two of the more popular versions of cloud offerings are Software-as-a-Service (SaaS) and Infrastructure-as-a-Service (IaaS). With SaaS, the cloud service provider hosts your enterprise applications and associated data on its servers and storage systems. Users gain access to SaaS applications using any Web browser. And company would typically pay a fee cost per user per month. With IaaS, the provider offers virtual machines, physical servers, storage, switching, and connectivity resources to run your enterprise applications on a pay-as-you-go basis. You are responsible for installing and maintaining the operating system and application or virtual machine; the provider is responsible for managing the infrastructure hardware that the applications or virtual machines run on.

## **WHY CLOUD IS SO IMPORTANT**

### ***Cloud frees up staff for other projects***

IT staff members spend most of their time keeping and maintain their data. A good portion of an IT staff's time is dedicated to managing, maintaining, and troubleshooting equipment. Cloud computing providers often offer infrastructure as well as management services, allowing companies to overcome those tasks to the provider and freeing up IT staff to work on other projects that are more critical to the success of a business.

### ***Greater flexibility***

Today's cloud computing services are offered by the month or based on the consumption of resources. This is a perfect match for some industries, such as retail and financial services, which are subject to boom times and quiet times in their normal business cycles.

### ***Grow your small business quickly***

It's a lot easier and faster to sign up for a cloud computing application than to buy a server, get it up and running and install software on it. And because you don't need to buy hardware and software, your start up or expansion is cheaper, too.

### ***No Need to buy software***

Besides the convenience of not having to buy software programs and install them on your own servers/computers, using cloud applications instead can be cheaper.

#### ***Automatic software updates***

**Cloud computing applications are regularly updated, so you don't have to spend time and money doing it.:** The servers are off-premise. IT solutions provider take care of them for you and roll out regular software and security updates. With implanting cloud computing solutions in business you don't waste time maintaining the system yourself. Thus leaving you free to focus on the things that matter, like growing your business.

#### ***Security***

Cloud not only handles data storage remotely but it also protects and recovers all crashed or loss data, so we don't have to worry about crashed or loss of data, it provides you high security

#### ***Increased Accountability***

You can manage multiple projects at one time and keep track of individual contributions by using cloud computing solutions for business.

#### ***Addressing Cloud Computing Issues***

Privacy is another matter. If a client can log in from any location to access data and applications, it's possible the client's privacy could be compromised. Cloud computing companies will need to find ways to protect client privacy. One way is to use authentication techniques such as user names and passwords. Another technique is to employ an authorization format -- each user can access only the data and applications relevant to his or her job.

#### ***Security against Hackers***

The first security concern in any computing environment is the threat from hackers. Cloud computing in a shared environment creates new opportunities for hackers seeking to discover vulnerabilities, which may ultimately allow them to deny service or gain unauthorized access. Additionally, security experts have detailed methods for attacking cloud infrastructure from the inside by running hacker tools in the cloud itself. Once a hacker has access into a node of a public cloud, the hacker gains greater visibility inside the cloud. The hacker then uses this inside information to more effectively probe the system and plan attacks.

#### ***Security against Resource Contention***

Another concern in the public is cloud resource contention. A security issue can arise when the resource contention is the result of a Denial of Service (DoS) attack. The public cloud is a shared resource that can potentially expose all tenants in the cloud to security risks when any tenant becomes the target of a DoS attack. However, private cloud provides businesses with inherent protection from DoS attacks directed at other businesses by avoiding shared infrastructure.

#### **CONCLUSION**

With the upcoming new technology in cloud computing, many providers offers accessing and paying option with the usability, where users can switch the applications easily according to the use and have pay only for the used resources. Ideally suitable for growing business, where the demand of bandwidth are high. Overall cloud computing can save your time and money!



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## **22. E-COMMERCE AND CYBER LAWS**

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### **ABSTRACT**

*The cutting edge for business today is Electronic Commerce (E-commerce). E-commerce, it is generally described as a method of buying and selling products and services electronically. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. When more of the information is digital, one can better focus on meeting your customer's needs. Tracking customer satisfaction, requesting more customer feedback, and presenting custom solutions for the clients are just some of the opportunities that can stem from E-commerce. Ecommerce makes money, so there will be thieves around to take the money away. Through this, The paper tries to tell various cyber security and privacy measures to protect our money.*

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### **INTRODUCTION**

The Internet has lead to the birth and evolution E-commerce. E-commerce has now become a key component of many organizations in the daily running of their business. As the Internet and in turn E-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such a rapidly growing medium.

Electronic commerce (ecommerce) is a type of business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business. The e-commerce industry has been rapidly growing in India. It act as game changer for economy.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

In 2015, the largest e-commerce companies in India were Flipkart, Snapdeal, Amazon India, and paytm.

#### **OBJECTIVES**

- To study the concept of ecommerce
- To know the cyber security and privacy measures.

#### **RESEARCH METHODOLOGY**

Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study. Available secondary data was extensively used for the study.. Different news articles, Books and Web were used which were enumerated and recorded.

#### **LITERATURE REVIEW**

##### **Ankita P. (2011)**

The author has conveyed about the E commerce activities in India, the competitive and anti competitive factors which affects the E commerce future. Major focus is on the credit card activities affecting the E commerce.

##### **Robert D. Hisrich's (2017)**

The author discussed the basic types of e-commerce, benefits from e-commerce and barriers of e-commerce implementation.

##### **Shri Nivas singh (2016)**

The author discusses the Role of E - commerce in Today's Business. E-commerce has revolutionized business, changing the shape of competition with internet, the computer communication network creating a e-commerce market place for consumers and business

**Efraim Turban (2018)** tells Understand the reasons for intelligent e-commerce systems  
**Pratiksinh S. Vaghela et.al (2017)** gives an idea about key challenges faced by E-commerce industry in India and highlights of future trends of E-commerce in India

**Phani Bhaskar Pasumarthyet.al (2017)** The author discussed the factors influence customer to E-Commerce. The sample size is of 120 respondents and simple random sampling method was used to data collection by using a self-administered questionnaire that was distributed through Google forms to respondents and sending mails to consumers through their past experience of purchasing in E-Commerce sites.

**Delhi, March 20, 2013: eBay India (www.ebay.in), India's leading e Commerce Marketplace,** revealed that Delhi was the **largest** eCommerce Hub in the country, according to the eBay India Census 2012.

#### **E-COMMERCE**

**E-commerce** is a transaction of buying or selling online. Electronic commerce formulates on technologies such as mobilecommerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data

interchange (EDI), inventory management systems, and automated data collection systems. E-commerce plays an important role in making the life easier and helps to choose the right supplier for our product, across the globe

E-commerce businesses includes the following:

- Online shopping web sites which act as a retail sales directly to consumers participating in online marketplaces, which increases sales from business-to-consumer or consumer-to-consumer.
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Establishing customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes

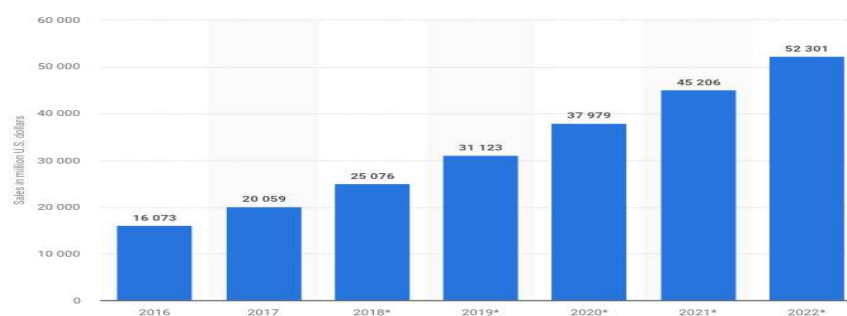
The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. “Faceless, Paperless, Cashless” is one of professed role of Digital India.

As part of promoting cashless transactions and converting India into less-cash society, various modes of digital payments are available.

Various payment modes are used such as Banking cards , AADHAAR ENABLED PAYMENT SYSTEM (AEPS), Unified Payments Interface (UPI), **mobile wallet** , point of sale (pos), Mobile banking and e-cheque

#### GROWTH OF E-COMMERCE

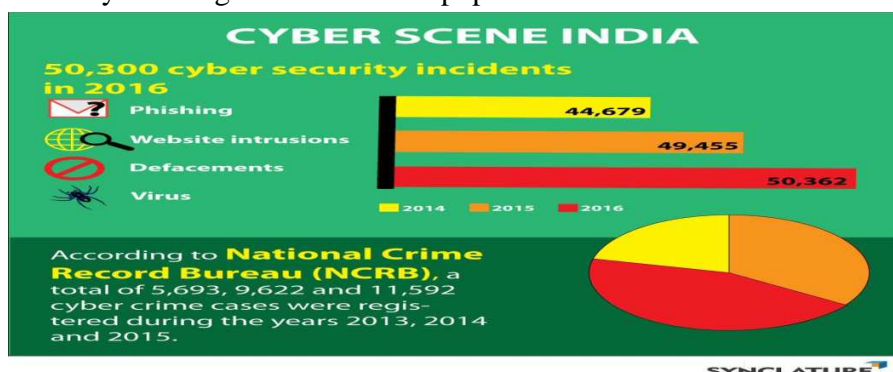
**Retail e-commerce sales in India from 2016 to 2022 (i**



India is one of the fastest-growing e-commerce markets worldwide, with millions of new internet users taking advantage of cheap mobile connections to send mobile messages, watch online videos, use mobile services, and of course, to shop. As of 2015, only 26 percent of the local population was using the internet; almost ten times the audience size from a decade prior. According to recent market research, mobile phone internet user penetration in India is projected to reach 37.36 percent of the population in 2021, representing a huge potential in terms of digital and mobile buyer audience. Total internet audiences in India are estimated to surpass 635 million online users in 2021.

### **CYBER SECURITY AND PRIVACY**

The arrival of digital technology and the internet ( e-commerce) has allowed individuals, businesses and consumers to achieve a level of interrelatedness which could never have been assumed just 20 years ago. However, along with this environment, come unique risks which create the atmosphere of tension. The festive season is a primetime for nefarious cyber criminals or hackers looking to steal important data of your customers. With passage of time, hackers are improving their skills and are founding quite innovative ways to trace online behavior and steal credentials of the customers. The rapid development of e-commerce presents serious cyber security challenges for the Indian population.



Data from the National Crime Records Bureau (NCRB) and said as per incidents Reported to the Indian Computer Emergency Report Team (CERT-In), 79 phishing incidents affecting 22 financial organisations, 13 incidents affecting ATMs, Point of Sales (POS) systems and Unified Payments Interface (UPI) were reported. The RBI has registered a total of 13083, 16468, 13653 and 12520 cases of frauds involving credit cards in 2014-15, 2015 -16, 2016-17 and quarter April-September 2017 respectively, he said. From stealing debit/credit card information to attacking privacy and poaching ecommerce data, this online nuisance has many shapes and names. But, with the right security approach you can save your e-commerce website from these cyber criminals.

- ✓ **Choose a secure ecommerce platform.**
- ✓ **Don't store sensitive data.** Sensitive information on the server creates threat to the hoster, because it can possibly attract an attacker to steal such sensitive information.
- ✓ **Use tracking numbers for all orders.**
- ✓ **Monitor the site regularly--and making sure whoever is hosting it is, too.**

### **SECURING MOBILE BANKING**

Mobile banking refers to the use of a Smartphone or other cellular device to perform online banking tasks while away from your home computer for various uses such as monitoring account balances, viewing mini statement, account statement, transferring funds between accounts, bill payment etc.

## **THREATS TO MOBILE BANKING**

### **1. Mobile Banking Malwares :**

*For prevention against Malware attacks:*

- Download and use antimalware protection for the mobile phone or tablet device.
- Keep the Banking App software up to date: Using the latest version of software allows receive important stability and security fixes timely.
- Use security software: Applications for detecting and removing threats, including firewalls, virus and malware detection and intrusion detection systems, mobile security solutions should be installed and activated.
- Reputed applications should only be download onto the smart phone from the market after look at the developer's name, reviews and star ratings and check the permissions that the application requests and ensuring that the requests match the features provided by that application.

### **2. Phishing/Smishing/Vishing Attack:**

An attacker attempts phishing on to a mobile phone through SMS (Short Message Service), text message, telephone call, fax, voicemail etc. with a purpose to convince the recipients to share their sensitive or personal information.

#### **For prevention against phishing attacks**

- Ignore the confirmation of personal information (Debit/Credit/ATM pin, CVV, expiry date, passwords, etc.) Emails or text messages asked to the user.
- Adequately implementation of SSL (Secure Sockets Layer) and TLS (Transport Layer Security) should be done in mobile banking apps thus helping to prevent phishing and man-in-the-middle attacks.

### **3. Jailbroken or Rooted Devices:**

This is practiced to gain unrestricted or administrative access to the device's entire file system, at the risk of exposing the device vulnerable to the malicious apps download by breaking its inherent security model and limitations, allowing mobile malware and rogue apps to infect the device and control critical functions such as SMS.

Thus the mobile banking app security is exposed to extreme risk on a jailbroken device.

### **4. Outdated OS and Nonsecure Network Connections:**

Risk factors such as outdated operating system versions, use of nonsecure WiFi network in mobile devices allow cybercriminals to exploit an existing online banking session to steal funds and credentials.

#### **For prevention:**

Use Secure Network Connections: It's important to be connected only to the trusted networks. Avoid the use of public WiFi networks. More secure and trusted WiFi connections identified as "WPA or WPA2" requiring strong passwords should be used.

**Best Practices for Users to Remain Safe**



- **Enable Passwords on Devices:** Strong passwords should be enabled on the users phones, tablets, and other mobile devices before mobile banking apps can be used. Additional layers of security inherently provided by these devices should be used.
- Bank account number or IPIN should not be stored on the user's mobile phone.
- The user should report the loss of mobile phone to the bank for them to disable the user's IPIN and his access to the bank's account through Mobile Banking app.
- When downloading the Bank's Mobile app in the mobile device, the user should go to a trusted source such as the App Store on the iPhone® and iPod touch® or Android Market.

### **Mobile and Cloud Data Security**

The fast pace of modern life, accelerated business processes and decision making, have all created the need for fast and reliable access to data and information.

Mobile devices, which have become ubiquitous, offer easy connections to the world of information. No data are moving across multiplicity of devices, including tablets, smart phones and even wearable devices as people use their smart watches to notify them of company phone.

#### **Protecting Mobile and Cloud Data**

In many ways, protecting data that has "gone mobile" or is stored in the cloud is the same as protecting data in an on-premises data centre.

- **Authentication:** The first step in protecting data is to verify the identity of the person who is attempting to access it.
- **Encryption:** Encrypting the data adds another level of protection and is the best way to protect data. Mobile data needs to be protected while at rest on the device and while in transit across the internet.
- **Virtual private networks:** VPN protocols such as SSL or IPsec encrypt the transmission of data between the remote user and the corporate network, and most companies support VPN connections.
- **User education:** Ensure that mobile users are aware of your best security practices and understood how to apply them. One of the most important aspects of training is encouraging them to not jailbreak devices. Jail breaking lets users override devices application protections to download nonapproved, non-supported apps, which can make devices more vulnerable to malware and attacks.
- **Educate yourself:** When selecting a cloud services provider, be sure to read the user agreement regarding the storage of your data and ask questions if you have concerns or don't understand something. Ensure that your CSP encrypts stored data.
- **Data classification:** Such classification allows you to evaluate whether some of your data may not be appropriate for cloud storage because of its sensitivity or because of regulatory requirements.
- **Back it up:** Ensure that data can be restored after a device is damaged, wiped or lost, by taking advantage of data backup capabilities supported by each mobile OS. Best practices include Passcode protecting access to backup files and cloud storage, encrypting those back

ups wherever possible and preventing business data from being backed up to personal storage areas

#### **CONCLUSION**

The Internet has led to the birth and evolution of E-commerce. E-commerce has now become a key component of many organizations in the daily running of their business. As the Internet and in turn E-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such a rapidly growing medium

With the withdrawal of legal tender characteristics of existing ₹ 500/- and ₹ 1000/- Bank Notes (Specified Bank Notes – SBN), the use of alternate modes of payment, specifically e-wallets has gained momentum. The Reserve Bank has also notified special measures for Prepaid Payment Instruments (PPIs) to facilitate adoption of digital payments in a big way. While all efforts should continue to be made by entities for onboarding new customers and merchants, it needs to be borne in mind that any kind of cyber security incident affecting the digital channels/products, particularly at this juncture, may have significant system-wide ramifications and act as a dampener for the adoption of digital products by public at large.

#### **SUGGESTIONS**

E-commerce is an integral part of everyone's life, to protect the customers from cyber crimes, they must take appropriate measures on mitigating phishing attacks considering that the new customers are likely to be first time users of the digital channels. Safety and security best practices may be disseminated to the customers periodically. Implementing additional measures dynamically depending upon the risk perception or threats as they emerge.

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## **23. E-LEARNING –FORMALISED WAY TO STUDY!**

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### **ABSTRACT**

*Learning is crucial part of the student life. It starts at home and when the child goes to school and start its study it plays a very important role in their life. Earlier education was only based on textual study, there are no other methods to learn and clear the concept with the graphical and visual aids. But now the scenario has changed, we can learn the thing online and understands the concepts very easily. In this paper, we will be focusing on the benefits and usage of E-learning. E-Learning is a system which is based on formalized way of teaching the concepts with the help of electronic resources. E-learning can be defined as a network of skills and knowledge, and the delivery of education is made to a large number of students at the same or different times. It is a way to learn the concepts at home or anywhere whenever you get time with the help of internet and with usage of various applications. E-Learning has been proven to be a successful method of training and education is becoming a way of life for all the students and persons everywhere in the world. E-learning the available technologies to make a course new and exciting are always changing, and course content can and should be updated quickly to give students the very latest information.*

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### **ELUCIDATION OF E-LEARNING**

E-Learning is a broader term and encompassing that it's hard to express its brief definition. It has many interpretations but in short it stands for "Electronic Learning". This means we can learn the lessons and concepts not directly from lecture notes, books or face to face from the teacher rather than we can learn it from the internet or through the electronic means. Earlier, it was not accepted wholeheartedly as it was assumed that this system lacked the human element required in learning. With the advent of advanced technology, we can the lesson anywhere anytime. This can save time and we also cannot get bored through the traditional way of teaching. The concepts can be made more interesting using multimedia i.e. combination of text, graphics, sound and animation. Lessons can be delivered to the learner via various means e.g. PC, PDA, mobile phone and TV.

E learning can be categorized into formal lessons, which are structured, and informal means e.g. discussions, e-mail etc. The much talked about life-long learning through E-Learning includes both types of learning to help solve performance problems.

E-learning has also proved to be the best means in the corporate sector, especially when training programs are conducted by MNCs for professionals across the globe and employees are able to acquire important skills while sitting in a board room, or by having seminars, which are conducted for employees of the same or the different organizations under one roof. The schools which use E-learning technologies are a step ahead of those which still have the traditional approach towards learning. It is believed that the human brain can easily remember and relate to what is seen and heard via moving pictures or videos. Various sectors, including agriculture, medicine, education, services, business, and government setups are adapting to the concept of E-learning which helps in the progress of a nation.

#### **HISTORY OF E-LEARNING**

The term "e-learning" has only been in existence since 1999, when the word was first utilized at a CBT systems seminar. Other words also began to spring up in search of an accurate description such as "online learning" and "virtual learning". However, the principles behind e-learning have been well documented throughout history, and there is even evidence which suggests that early forms of e-learning existed as far back as the 19th century.

#### **THE 1980S**

With the introduction of the computer and internet in the late 20th century, e-learning tools and delivery methods expanded. The first MAC in the 1980s enabled individuals to have computers in their homes, making it easier for them to learn about particular subjects and develop certain skills. Then, in the following decade, virtual learning environments began to truly thrive, with people gaining access to a wealth of online information and e-learning opportunities.

#### **THE EARLY 1990S**

By the early 90s several schools had been set up to deliver courses online, making the most of the internet and bringing education to people unable to attend a college due to geographical or time constraints. Technological advancements also helped educational establishments reduce the costs of distance learning - a saving that could then be passed on to the students, helping bring education to a wider audience.

#### **THE LATE 1990S**

At the end of the 90s the learning management systems (LMS) spread widely. Some universities preferred to design and develop their own systems, but most of the educational institutions started with systems from the market.

- The dawn of the LMS allowed students and teachers to:
- Exchange learning materials
- Do tests
- Communicate with each other in many ways

- Track and trace their progress

### THE 2000S

In the 2000s, businesses began using e-learning to train their employees. New and experienced workers alike now had the opportunity to improve upon their industry knowledge base and expand their skillsets. At home, individuals were granted access to programs that offered them the ability to earn online degrees and enrich their lives through expanded knowledge. Pretty advanced stuff, hey?

### 2010 And the Future

The future holds a new wave of e-learning inspired by social media, Massive Open Online Courses (MOOCs), Selective Open Online Courses (SOOCs) and even websites like YouTube. Individuals and companies alike are taking the opportunity to use these different outlets to share information and learn from each other. Filtered sits on this wave, and has the cutting-edge technology to help any individual grow their knowledge base.

HISTORY of eLEARNING			
1924		THE FIRST "TESTING MACHINE"	Ohio State University professor Sidney Pressey invented the "Automatic Teacher," the first device in electronic learning. It was an abysmal failure.
1954		THE FIRST "TEACHING MACHINE"	Harvard professor BF Skinner creates the "Teaching Machine" for use in schools.
1960		COMPUTER- BASED TRAINING	PLATO—Programmed Logic for Automated Teaching Operations—was the first computer-based training (CBT) program. It offered drills and the ability to skip questions. The cost: \$12,000.
1966		C.A.I. IN SCHOOLS	Stanford University psychology professor Patrick Suppes and Richard C. Atkinson began using computer-aided instruction (CAI) to teach math and reading to young children in Palo Alto elementary schools. Bernard Luckin worked with Stanford University to install the first computer in a community college for instructional use.
1969		ARPANET HERALDS INTERNET	US Department of Defense commissioned ARPANET to create the Internet.
1970		COMPUTER MOUSE & G.U.I.	Computer mouse and the GUI are invented, helping to define "modern computing." Computer-based training (CBT) begins at the New Jersey Institute of Technology.
1980s		PC's BEGIN WITH THE FIRST MAC	Personal computer era begins with Macintosh. Online communities begin sharing information, slowly paving the way toward e-learning.
1990s		THE FIRST "DIGITAL NATIVE"	The first "digital natives" are born. Email takes off. It's the dawn of a new era in learning. Virtual learning environments begin, and "e-learning" becomes a widely recognized term.
2000s		BUSINESSES ADOPT eLEARNING	Businesses begin rolling out e-learning courses as a central way to train workers. Authoring tools are more accessible than ever, and a wide range of online learning opportunities are available.
2010+		SOCIAL, ONLINE LEARNING	A new wave of e-learning inspired by social media builds momentum. YouTube, Twitter, Massive Open Online Courses (MOOCs), Scoville, Class U, Skype. Opportunities to connect, share information, and learn from each other are found everywhere.

### BENEFITS OF E-LEARNING

The most important benefits or advantages of e-learning can help students as well as big corporate by providing various services to them. They are listed below:

### ***1. Online Learning Accommodates Everyone's Needs***

The online method of learning is best suited for everyone. This digital revolution has led to remarkable changes in how the content is accessed, consumed, discussed, and shared. Online educational courses can be taken up by office goers and housewives too, at the time that suits them. Depending on their availability and comfort, many people choose to learn at weekends or evenings.

### ***2. Lectures Can Be Taken Any Number of Times***

Unlike classroom teaching, with online learning you can access the content an unlimited number of times. This is especially required at the time of revision when preparing for an exam. In traditional form of learning, if you cannot attend the lecture, then you have to prepare for that topic on your own; in eLearning, you can attend the lectures whenever you want with ease

### ***3. Scalable***

E-Learning enables us to quickly create and communicate new policies, training, ideas, and concepts. Be it for entertainment or formal education, eLearning is nimble!

### ***4. Capacity and Consistency***

Using eLearning allows educators to achieve a great degree of coverage for their target audience, and it ensures that the message is communicated in a consistent fashion. This results in all learners receiving the same training.

### ***5. E-Learning Improves Retention***

E-learning companies get the opportunity to create fun and engaging training courses through the use of videos, interactive slides, and even games. These intriguing courses lead to better results by helping employees retain more of the information learned.

### ***6. E-Learning Is Cost Effective***

An online training system reduces many costs that would normally be associated with classroom training, including travel, learning materials, venues, and catering. With outdated training methods, updating and reproducing learning materials is costly and time-consuming. Online training platforms let you update important text packets and lesson plans quickly and easily, and since they remain online, you can save on printing costs. Given the savings a company can see after implementing an online employee training program, ROI is one of the clearest benefits of e-learning for businesses.

### ***7. Reduction of the Carbon Footprint***

By the process of eLearning, online testing and quizzing, the need for printing out paper-based assessments is reduced, in fact it's practically eliminated altogether!

### ***8. Faster delivery***

At a time when change is faster than ever, a key advantage of eLearning is that it has quicker delivery cycle times than traditional classroom-based instruction. In fact, research indicates that eLearning reduces learning time by at least 25 to 60 percent when compared to traditional learning. eLearning cuts down on the training time required because:

- it does not take as long to start and wrap up a learning session
- learners set their own pace, rather than the pace of the group



- no travel time is needed to get to and from training events
- Learners can focus on elements of a programme they need to learn and can skip what they already know.

#### TOOLS USED FOR E-LEARNING

1. **Trello:** eLearning projects usually require inputs from a huge range of stakeholders. The many levels of project management that Trello offers – including cards, lists and boards – makes it easy to coordinate inputs and monitor the status of different tasks. Color-coding projects makes it easy to see how ongoing work is ordered.
2. **Google Drive:** Google Drive is our favourite form of cloud storage. With the teams working in diverse locations across the world, Google Drive provides a safe and central location where all team members can access the files they need at any time. Google Drive is useful for ensuring that team members have instant access to the most recent version of a file, avoiding the delay and potential confusion of email chains. Because files aren't located on individual desktops, you can be confident you're using the most recent version.
3. **Tableau:** Tableau Public is a free eLearning tool that's used to create clear and beautiful data visualizations. Tableau has two main applications for eLearning. For reporting, you can run training data through Tableau to create visual presentations to share with team members and managers. Or you can use Tableau to create infographics and other kinds of data stories to engage learners.
4. **YouTube:** YouTube hosts a huge repository of video content. Users can upload videos or create playlists and various other content in a way that suits their interests. Video content is a big trend in eLearning. All the material including video content makes eLearning courses more interactive and fun. YouTube allows instructors to add videos that learners can access when they need them.
5. **Quora:** Quora allows users to ask questions that are answered by a wide-ranging community of over 1.5 million monthly visitors. Submitted answers are up and downvoted, making it easy to understand the community's consensus. Quora can be used in three main ways for eLearning. The most obvious is for research. By following relevant topics, like Training or Learning Management Systems, you'll receive email updates about new questions.
6. **Go Animate:** Go Animate is a great tool to use for creating professional animated videos. Instead of paying live actors and creating the right setting with professional lighting, you can create animated characters who will share the knowledge with your learners.

#### FUTURE TRENDS IN E-LEARNING

- **Gasification:** Gaming is the essential part of today's life. We can learn the various concepts and methods through game and it is more interesting than the usual learning technology. Games increase a person's ability to switch between tasks and *incept multiple ideas* at the same time for problem solution.

- **Cloud-Based Systems:** Most of the learning management systems are switching over to cloud-based systems. Often managers of large industries use cloud-based **corporate training**. Cloud-based systems increase the trend of eLearning reducing appreciable training cost online.
- **Big Data:** Big data is the data or feedback that is produced by learners or users interacting with the eLearning content and it is a big trend in the universe of eLearning. **Big data** is collected through Learning Management Systems and several other media. It empowers developers to improve and modify eLearning courses, content, and material by delving deep into the learning behavior's and preferences of the users.
- **Micro learning:** In a world that is perennially in haste, **microlearning** is the trend that is catching up the fastest. This eLearning trend involves **mini bytes** of learning content made available to the learner or user to incorporate in his daily busy schedule without much difficulty. Micro learning utilizes 5-10-minute videos, single page documents, focused articles, specific, small chunks of data or lessons and other such innovative and concise training resources that doesn't burden the learner with too much cognitive reading.
- **Working from Home:** eLearning has made possible for people to sit home, learn and work from home. The Royal Bank of Scotland has trained its employees through media like CD-ROM. The media contained more than 100 hours of materials defining the job roles and competencies of their employees, which resulted a 700% massive return on its investment. ICL also faced a shortage of skills at massive levels.
- **Dream Institution:** eLearning provides an opportunity to avail classes from distant educational institutions of their dream online overseas. The most prominent example is the MITx courses.

#### **BARRIERS OF E-LEARNING:**

- **Technology dependent:** learners will need access to a machine of minimum specification as dictated by the eLearning supplier or access to a service with a high bandwidth to transfer the course materials in a timely way.
- **Material Incompatibility:** some materials designed for one particular system will not function properly on another (for example, the Apple Macintosh and the Windows PC). Standards will help in the area.
- **Expensive:** start-up cost of an eLearning service is expensive and the cost of production of online training materials is very high. Teachers must be confident that the extra costs are balance with the benefits of delivering a course online. Significant time needs to be invested in course set-up and in ongoing maintenance (checking links, updating course content etc.).

- *Good e-learning is difficult to do:* Developing a really effective e-learning course takes time, money, and a great amount of expertise. A good e-Learning course involves multimedia, custom web development, technical support, and strong User Interaction design.
- *Lack of input from trainers'-learning is structured.* When a programmed is developed, it is based on what the course developers think is the right curriculum at the time. However, learning materials can quickly become outdated – and may contain errors even from the beginning.
- *No face-to-face interaction:* While e-learning can be quite interactive these days, through the use of video conferences, webinars, and face-to-face video chat, it still isn't the same as sitting across the room from a real person. Simply put, there is no substitute for interacting with, and learning from, a fellow human.
- *No self-discipline:* Proponents of e-learning claim that the main advantage of this learning method is that it is self-paced. And it's true. If you need to watch a video again, you can. If you want to take a break from the material, you can stop and come back to it when you are feeling refreshed.
- *Lack of flexibility's-learning can be great for learning specific skills and for knowledge that needs to be transferred.* However, with more complex skills and competencies, it is incredibly difficult to put together an effective e-Learning programmed. And in a business environment, these complex skills are often the most crucial.

#### **CONCLUSION:**

E-Learning is a way to study the concepts and lessons on their own with lesser time and is very flexible to achieve. Many new emerging courses are coming with a good conceptual as well as visual approach and various apps are there to help us in providing a better way of education and training to the corporates through various webinars and web-based applications. I conclude it is a very essential part of day to day life.

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- Filtered Blog: <https://filtered.com/blog/post/articles/the-history-of-e-learning>
- Benefits Kineo: <http://www.kineo.com/resources/new-to-elearning/the-benefits-of-elearning>
- Learn dash: <https://www.learndash.com/7-awesome-advantages-of-elearning/>
- Bridge: <https://www.getbridge.com/lc/articles/benefits-of-e-learning>
- Learn Upon: <https://www.learnupon.com/25-elearning-tools-need/>
- Trends in eLearning: <https://elearningindustry.com/8-sensational-elearning-trends>
- Future: <https://elearningindustry.com/education-future-of-elearning>
- Etutor: <https://www.le.ac.uk/users/rjm1/etutor/elearning/disadvofelearning.html>
- Activia: <https://www.activia.co.uk/blog/8-disadvantages-of-e-learning>

## 24. ICT IN EDUCATION: A TRANSFORMED CLASSROOM

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### ABSTRACT

*With the change in time traditional learning is getting old fashioned and people are getting more attracted towards enabled education, E- learning, Virtual education. This makes teaching not only interesting but effective as well. This is a kind of self learning process. In classroom most material is told verbally to the students by the teacher but ICT brings world to the classroom. It also grabs the interest of students which helps them to learn effectively and efficiently. This paper is about the modern teaching aids that can help both teacher and student in many aspects.*

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### INTRODUCTION:

#### Types of Teaching Aids:

1. **Interactive Teaching Aids:** Interactive teaching aids something which involve both teacher and student in learning. Any teaching aid can work as interactive teaching and if teacher creates scope for student participation.
2. **Virtual Teaching Aids:** All type of aids that makes learning happening through visual are considered visual aids. From flash cards, to TV or LCD projector, models, diagrams can be considered visual aids.
3. **Audio Teaching Aids:** Audio teaching aids can be very effective in language classes. Tape recorders or voice recorders can produces better result while correcting mistake in pronunciation.
4. **Alphabet and Chart:** Alphabets and numerals in clay or plastic play are very important role in pre-schools while teaching alphabets and numerals for beginners. Alphabet can grow up with student age and play an important role in increasing vocabulary.
5. **Books as Teaching Aids:** Experts today believe and are trying to implement the idea that books are basically a teaching aid. And with handy instructions, activity ideas, games incorporated with a lesson books are actually becoming the best teaching aid for a teacher.

ICT stands for information and communication technology. This includes computer, internet and satellite or wireless technology. The system defined above as a whole used to produce, store, process, distribute and exchange the information. It can reach to every corner of the world.

Perryton (2002) noted that technology enhanced education is generally perceived as a way of relieving poverty, social division and improve living standards due to the fact that technologies can deliver educational programmers at a lower cost than traditional education system. Thus, ICT enabled education system is cost effective (Perryton, 2002). There are varieties of productivity tools available that can be used with ICT to make teaching easy. We can also take references from online atlas, encyclopedia etc. Moreover educational games make teaching interactive.

#### **HOW ICT LEARNING DIFFERENT FROM TRADITIONAL LEARNING?**

1. **Meets the needs of students to be wise consumer of media:** The manager of information and responsible producers of their ideas using the powerful multimedia tools of global media culture.
2. **Individual student and society:** Individual and society by providing tools and method that encourage respectful discourse that leads to natural understanding the citizenship skills.
3. **Increasing the efficiency and effectiveness of management and administration:** ICT allows educational institution greater access to timely relevant and detailed information on many functions. This allows far effective management and organisational performance with regard to planning monitoring, improvement and accountability.
4. **E-Learning:** E-Learning is about learning and teaching using ICT in the Learning environment. E-Learning is vital for fabricating young people to make them comfortable with technology as they are growing up in gradually more digital world.
5. **Assessment:** Assessment is an important driver and once ICT is embedded in learning and teaching process, it can be efficiently utilised in assessment. ICT can significantly increase efficiency and streamline the labour-intensive assessment administration process.
6. **Communication and collaboration:** Many new technology based tools for education are increasingly focusing on communication and collaboration between educators, learners and parents.
7. **Open Education Resources:** Open Education Resources are open source digital platforms that allow teachers and institutions to upload, share, edit and rate educational content online enabling an online programme responsibility of content.
8. **ICT improving the process of learning and coaching:** ICT affected the field of education, which have certainly affected teaching, learning and research. ICT have the potential to accelerate, enrich, and deepen skills, to motivate and engage students, to help relate school experience to work practices, create economic viability for tomorrow's workers, as well as strengthening teaching and helping schools change. In a rapidly developing world, basic education for every individual is essential so that he or she can be able to learn and can implement knowledge. For this ICT is making a lot of contribution in the global village.

9. **ICT increasing the quality and accessibility of education:** Using ICT student can access knowledge anywhere and anytime which increases the flexibility education so that learner can access knowledge anytime and from anywhere. It can manipulate the way student are taught and how they learn. Now the classes are learner driven and not teacher driven.
10. **ICT developing leaning Environment:** ICT presents an exclusively new learning environment for learners, thus call for different skills set to be successful. Critical thinking, research and evaluation skills are growing in importance as students have increasing volumes of information from a variety of sources to sort through.
11. **ICT providing learning motivation:** ICT can enhance the quality of education in several ways by increasing learner motivation and involvement, by facilitating the equitation of basic skills and by enhancing teacher training. ICT also have transformational tools which when used appropriately can promote the shift to a learner centred environment.
12. **ICT improving academic performance:** Based on the wide-ranging usage of ICT in education, it increases the interest of student in learning which results in better academic performance.
13. **A Supportive community:** Teachers and E-Learning establishment should encourage a strong sense of community amongst their online student. This will enable student to interact with one another and the instructors as well as with the resource provided, making for enhanced educational.
14. **Clear expectation:** Student should be aware of what they will be receiving from the virtual class instruction and both parties should know the preferred method of communication and delivery of the care curriculum.
15. **Effective usage of available resources:** To get the most out of the E-Learning experience both the teachers and the students should take full advantage of the vast amount of resources that are available online.

#### **DIFFERENT PHASES OF ICT IMPLEMENTATION:**

New inventions in technology and the way technology is integrated into a system is a dynamic process. In a school, different subjects are taught using different approaches. Similarly, ICT also follow certain approaches. These approaches are hierarchical starting from the emerging approach, and the transforming approach as a goal many perceive as the future of education.

#### **Emerging**

In this approach schools begin to purchase ICT equipment or manage to buy from donations. In this phase, administrators and teachers just start exploring the pros and cons of adding ICT in school. The major part of teaching is still done using traditional methods. And ICT is used as extra class. For example, teachers are taking their classes in a way they were doing earlier. Extra time will be provided to students for ICT class.



### **Applying**

This approach is linked with schools in which teachers and administrators have a new understanding of ICT in learning. In this phase, only those lessons are carried out that are already delivered by the teacher in class using traditional method. Teachers still largely dominate the learning environment.

### **Infusing**

When a school have a range of computer- based technologies in laboratories, classrooms, and administrative areas, Then infusing phase is implemented. Teachers here explore new methods in which ICT changes their personal productivity and professional practice. ICT class begin to merge with the study according to curriculum

### **Transforming**

The transforming approach is linked with schools that have used ICT creatively to rethink and renew school organization. ICT becomes an integral though invisible part of the daily personal productivity and professional practice. The focus of the curriculum is now much more learner-centred and integrates subject areas in real-world applications.

### **BENIFITS OF ICT:**

1. Increase efficiency of both teacher and student.
2. Helps in providing high quality education.
3. More focused teaching.
4. Flexible class timings.
5. Information sharing is easy.
6. Easy to plan lessons for students.
7. Increase in grades, confidence and overall personality of student.
8. Increased involvement of parents.
9. Making students aware of technology.
10. Very helpful in distant education.

### **CONCLUSION:**

Technology can play a very important role in improving the learning process. It can provide worldwide opportunities to the students as ICT provides high quality education. It fills the gap between countries. Most importantly students will learn things with interest, which helps them to store knowledge in their mind. Thus in this way ICT will help in nation building. Because of the 24\*7 availability of lecture, students can do study and other things like job, sports etc. One drawback of ICT is that it is bit costly so it is not possible for every institution to implement. But I would say that government should help such intuitions to implement ICT because nothing is more important than the brighter youth.

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## **25. IMPACT OF FDI INFLOW ON THE PACE OF ECONOMIC DEVELOPMENT A STUDY OF EMERGING ECONOMIES (BRIC NATIONS)**

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### **ABSTRACT**

*Foreign direct investment is one of the key drivers of globalization and usually regarded as the valuable for the host countries in which FDI flows are intended for. It also plays a vital role to improve the human capital, market, productive efficiency and technology of the host country and also create employment opportunities. Foreign direct investment is a cross border investment associated with the resident in one nation a significance degree of control on the management of a company that resides in another nation. Data on FDI flows are presented on net bases. Data on FDI net inflows and outflows are based on the sixth edition of the Balance of Payments Manual (2009) reported by the International Monetary Fund (IMF). Developing nations always like to attract direct investment from developed nation due to potential technology spillovers, because these nations believe that MNCs have high level of total factor productivity and hopefully MNCs would bring advanced technologies. This study focused on the impact of FDI on the economic development of BRIC nations.*

**Keywords:** *Foreign direct investment, BRIC nations, International Monetary Fund.*

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### **1. INTRODUCTION**

Foreign direct investment is one of the key drivers of globalization and usually regarded as the valuable for the host countries in which FDI flows are intended for. The investments in which foreign funds are injected in the enterprise of the other nation of origin from the investors are called as FDI. The rights of management and voting are granted to the investors if the level of ownership more than or equal to 10% of ordinary shares. In case of, less share of ownership than the stated amount is termed as foreign portfolio investment (FPI). So FDI is an investment in the form of controlling ownership in an enterprise in one nation by an entity based in another nation and it is thus distinguished from FPI by a conception of direct control. According to the *Financial Times*, "Standard definitions of control use the internationally agreed 10 percent threshold of voting shares, but this is a grey area as often a smaller block of shares will give control in widely held companies. Moreover, control of technology, management, even crucial inputs can confer de facto control." The foreign direct investors may acquire voting power of an

enterprise by incorporating a wholly owned subsidiary, or through merger or acquisition, or by participating in an equity joint venture, or by buying shares in a related enterprise. Portfolio investment covers external claims in equity and debt securities, other than those included in direct investment and reserve assets. Debt instruments include long-term bonds and notes, short-term money market instruments, and financial derivatives such as options, warrants, traded financial futures, and currency (but not interest rate) swaps.<sup>v</sup> Global FDI fell by 13% in 2016 but modest recovery would be expected in 2017. Foreign direct investment (FDI) is defined as an investment involving a long-term relationship and reflecting a lasting interest in and control by a resident entity in one economy of an enterprise resident in a different economy (UNCTAD, WIR 2009). Since 1980, Foreign Direct Investment has become the most important determinant of economic growth of the host country. It also plays a vital role to improve the human capital, market, productive efficiency and technology of the host country and also create employment opportunities. FDI can be categorized into three parts viz. Horizontal FDI, Vertical FDI and Platform FDI. These three types of FDI's can be differentiated on the bases of activities. FDI's can also be classified as Inward FDI and Outward FDI. These can be differentiated on the basis of direction of flow of money. When a foreign entity either purchase or invest in the new or existing business in a nation different than the investing company's origin is called an inward investment or foreign direct investment. FDI help the entities to grow and open the borders for international integration. Methods of FDI include the opening of a subsidiary in foreign country, or acquiring control in the existing foreign company, or by the means of merger or joint venture with the foreign entity. Outward direct investment is the investment made by residents of reporting nation to the external economies. This is also called as direct investment abroad. So foreign direct investment is a cross border investment associated with the resident in one nation a significance degree of control on the management of a company that resides in another nation. Data on FDI flows are presented on net bases. Data on FDI net inflows and outflows are based on the sixth edition of the Balance of Payments Manual (2009) reported by the International Monetary Fund (IMF). At present time the issue of FDI is being paid more attention by the academicians and policy makers at national and international level. Several empirical studies on the relationship between FDI and Economic development show that the effects of FDI are complex. FDI's are often regarded as generators of employment, high productivity, Competiveness, and technology spillovers from the macro point of view. FDI means higher exports, access to international markets and international currencies, being an important source of financing, substituting bank loans especially for less developed nations (Denisia, V, 2010). Foreign trade is the best way to participate in the world market, but the market perfection and no barriers in the terms of trade are needed for it. Hymer believes that always local firms will be better informed about local economic environment, and for foreign direct investments to take place, two conditions are necessary:

- foreign firms must possess certain advantages that allow them that such an investment to be viable;
- the market of these benefits has to be imperfect.

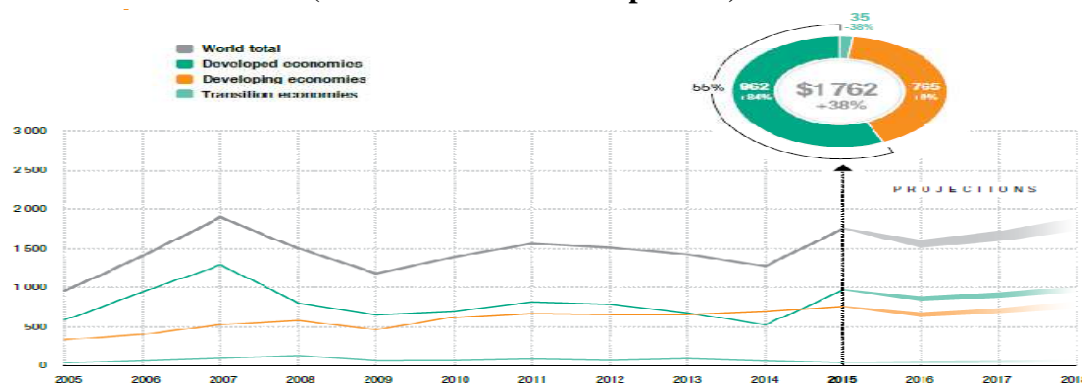
During the period of Second World War, international production was the small component of international affairs, but after that the attention was given towards foreign trade. Since 1960s, the concept of multinational corporations and FDI has started to gain importance. Ricardo's theory of comparative advantage was considered as the first attempt to explain FDI (Denisia, V, 2010). Some studies based on empirical data suggest that the integration of world economy with FDI and globalization improves the economic growth and development of developing nations and world welfare. Developing nations always like to attract direct investment from developed nation due to potential technology spillovers, because these nations believe that MNCs have high level of total factor productivity and hopefully MNCs would bring advanced technologies (Liu, Z, 2013). Due to technology spillovers and competition with MNCs the productivity and working efficiency of the company's of host country increased. The vital macro economic variables for the economic development of developing and developed nations are different depends on their factor endowment. The capability to attract foreign direct investment and its positive impact in emerging economies is valued as a vital part of the road to successful economic growth and development (Soonties et al, 2011).

## 2. OVERVIEW OF FDI IN BRIC NATIONS

According to World Investment Report, the global FDI flows rose by 38 % to \$1.76 trillion in 2015, the highest level since the global economic and financial crisis began in 2008. The FDI inflows of developing economies seem to reach at \$765 billion, which is higher than in 2014, now developing Asia with FDI inflows remained the largest recipient region of FDI in the world (UNCTAD, WIR 2016). But global FDI flows fell 13% in 2016 and modest recovery has been expected in 2017.

The Global FDI flows by group of economies i.e developed economies, developing economies and transition economies in 2005-2015 and projection 2016-2018 has been shown in the following figure. Figure 1 shows increasing trend of FDI inflows by the developing economies of the world. The FDI inflows in developing Asia in 2013, 2014 and 2015 was 431, 468 and 541 billion dollars respectively as given by World Investment Report, which show the increasing trend in FDI inflows due to the strong performance by the South and East Asian economies.

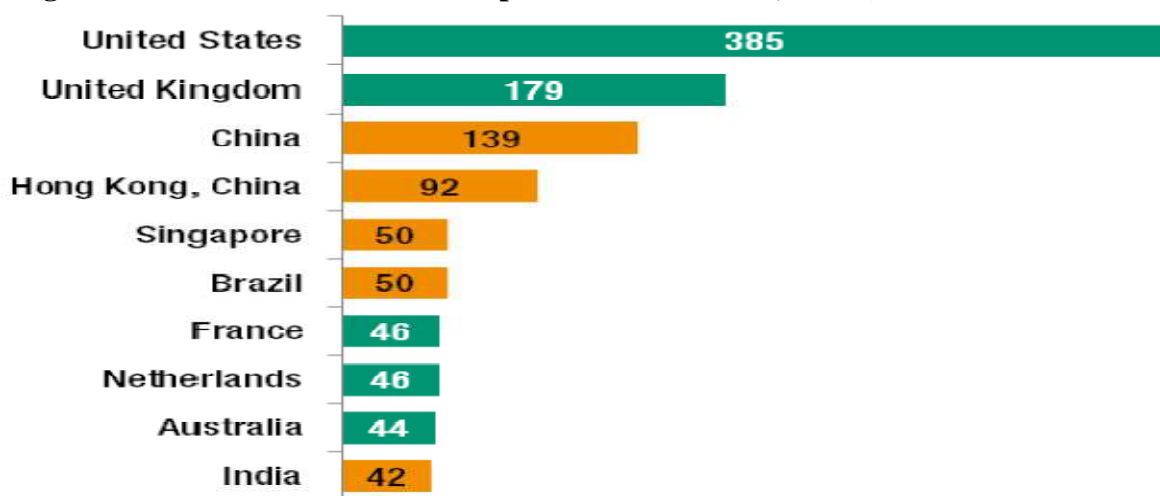
**Figure 1: Global FDI inflows by group of economies, 2005-2015, and projections, 2016-2018 (Billions Of dollars and percent)**



Source: ©UNCTAD, FDI/MNE database ([www.unctad.org/fdistatistics](http://www.unctad.org/fdistatistics)).

Figure 2 shows the estimated FDI inflows of top 10 host economies during 2016. Developing economies continue to comprise half of the top 10 host nations. The United States is the largest recipient of FDI inflow with US \$ 385 billion, followed by United Kingdom with US \$ 179 billion FDI inflow. China remained at the third position with the US \$ 139 billion FDI inflow. China is a nation which had attracted nearly 50% of developing nation's FDI due to the strong technical infrastructure. Brazil at the fifth place with US \$ 50 billion FDI and India remained at the tenth place with US \$ 42 billion. FDI flows to India fell by 5%, but it is still ranked among the top ten largest inward FDI recipient nations of the world. In contrast, FDI inflow in China remained robust rising by 2.3% to a new record of about US\$139 billion (UNCTAD, Global Investment Trend Monitor, 2017).

**Figure 2: Estimated FDI inflows: Top 10 Host Economies, 2016 (Billions of US Dollars)**



*Source: ©UNCTAD*

### **3. OBJECTIVE OF THE STUDY:**

To identify the impact of FDI on the economic development of BRIC nations available in the field of research.

## **4. DATA BASE AND RESEARCH METHODOLOGY**

### **4.1. RESEARCH DESIGN**

Research design is a set of advance decisions that make up the master plan specify the methods and procedures for collecting, analyzing and interpreting the required data (Makwembere,2014), There are two important research methods, quantitative and qualitative research methods. In the present study, an attempt has been made to explore the diverse literature available on FDI inflow in BRIC nations worldwide.

### **4.2. SOURCE OF DATA AND METHODOLOGY**

In order to review the relevant literature, research papers have been collected from Global Investment Trends Monitor by United Nations UNCTAD, Reserve bank of India publications,



World Investment Report by United Nations UNCTAD, Research Gate, referred journals viz. International journal, Internet research, European journal of Innovation, impact journals, international journal of research in humanities (IMPACT), international multidisciplinary research journal etc. these journals were from JSTOR, WILEY. These journals provide the commendable work which finally helps the researcher to conduct their research in expedient manner

## **5. REVIEW OF LITERATURE**

Numerous studies have been developed on impact of inward FDI on economic growth of developed and developing nations. Following is a brief review of some studies on FDI.

**Booppanon (2007)** analyzed ten ASEAN Nations, by using panel data. The time frame of study was 1980-2005. The objective of the researcher was to contribute to the empirical literature on FDI by incorporating international FDI policies. He used Dunning's ownership location internalization (OLI) framework. The results of the study showed that bilateral investment treaties (BITs) made with developed countries have a positive impact on FDI inflows into ASEAN nations and crucial role played by the quality of domestic institutions.

**Thanyakhan (2008)** focused on the determinants of FDI and FPI in Thailand. Panel data is used to evaluate the results based on the data for time period 1980-2004 by using extended Gravity Model. The study also examined the effects of Asian Financial crisis of 1997 on the inflow of FDI and FPI in Thailand. The results of the study showed that the inflows of FDI in Thailand, which are supply-driven, are significantly influenced by its 21 largest investing partners. The 1997 Asian Financial Crisis has no impact on the determinants of the inflows of FDI into Thailand, but positively influences the inflows of FPI into Thailand.

**Kapoor et al (2010)** analyzed the factors that make the BRIC nations attractive for FDI inflows. They examined the relation between economic growth and FDI inflows, and also outlined policy issues. Paper showed the global scenario in FDI inflows and a sectoral breakdown of FDI inflow in BRIC nations. Results showed that BRIC nations with their remarkable influence in the global investment have a key role in ensuring that there is not a hostile response against FDI in subsequent decades of openness and liberalization.

**Anh (2011)** examined the determinants of FDI in Vietnam over the period of 1986 to 2009, and provide a political, economic and socio-cultural analysis of the growth of the economy and the impact of FDI on it. The main theories used in the study focus on Vernon's Product Life Cycle Model, the Market Imperfection Theory, The Transaction Cost Approach and Dunning's Eclectic Theory. The present study of the theories identifies the location advantages as a key factor. The study attempts to better define the cultural and social factors by applying the concepts to the case studies of Honda and ANZ Bank in Vietnam. The research methods applied in the study include review of published material, mail survey, personal interviews and case studies of Honda and ANZ Bank. The research showed that Confucian dynamism (based on the teachings of Chinese Philosophers) remain a major influence on the business sector in Vietnam and its own particular form in Vietnam culture remains a major structuring force on how business is conducting in Vietnam.

Soontiens et al (2011) considered the role and impact of FDI in Thailand over the past decades. He had discussed the current situation of FDI in Thailand and anticipates future trends. Results showed that, the majority of FDI in Thailand originates from Japan, US and Singapore. This FDI concentrated mainly in export-oriented industries. The transfer of technology and industrial up gradation from FDI has been disappointing in Thailand.

**Ragimana (2012)** focused on the linkage between FDI inflow and economic growth in the case of Solomon Island. In this study researcher examined three hypothesis, first contribution of FDI to economic growth, second determinants of FDI and third productivity effect of FDI by using time-series data 1970-2010. The autoregressive distributed lag approach to co-integration is used to evaluate first two hypothesis and for the evaluation of third hypothesis the Granger Causality approach has been used for the time period 1980 to 2010. The results for the first hypothesis showed that FDI inflows, domestic investment, trade openness and labor are the major factor affecting economic growth. The findings for second hypothesis showed that economic growth, domestic investment, infrastructure, exports and trade openness are the main determinants of FDI inflow. The results of third hypothesis conclude that FDI positively affect the productivity in primary and service sectors.

**Mabule (2012)** investigated the determinants of FDI and their impact on the economic growth of South Africa over the period of 1994 to 2010. He has used the Co-integration and Error-Correction model to identify the variables in explaining FDI in South Africa. This study establishes a linear empirical relationship between the various determinants of FDI to determine the direction of causality as well as contribution to the relationship between FDI and growth of South Africa through Regression analysis. The study shows the growth implications of FDI in South Africa and the regional implications by subjecting FDI to Granger Causality Test within the Co-integration framework. The result of the study suggests that there exist a positive correlation between FDI and economic growth of South Africa.

**Plessis (2012)** analyzed the BRICS nations as the potential destinations for FDI in the manufacturing sector. The study based on the time period 2001-2010 and examined in three phases. To identify the potential determinants of FDI to manufacturing industry, factors that would impact on the performance of an investment and the competitiveness of BRICS economies in attracting FDI to the manufacturing industry was assessed. . The results of the study highlights that countries are unique and that investor perception about a country's conditions are not always valid. Except South Africa, majority of BRICS nations are found to be the competitive destinations for FDI inflows to manufacturing industry.

**Makwembere (2014)** examined the relationship between sector FDI and economic growth to determine which sector provides the greatest economic growth to the economy as well as which form of sector FDI enhances an economic sector to contribute an accelerated economic growth in developing economies. The data for the study based on the time frame of 1996-2012 has been taken and the panel data technique used and concludes that sectoral FDI has significant & positive impact on the sectoral GDP.

**Ahmed (2015)** focused on four objectives i.e to examine the impact of FDI inflows, infrastructure, economic stability and trade openness to the economic growth in Tanzania (2000-

2014) by employing Ordinary Least Square (OLS) method of Regression Analysis. The researcher found the result that FDI, trade openness, infrastructure, and economic stability has a positive impact on the economic growth of Tanzania.

**Piliugin (2013)** examined the factors which are most important to explain the variations in FDI in BRIC Block in the past decades. The study based on the previous studies to develop the strategy for the economic growth by attracting FDI. In order to process the empirical analysis, linear regression had been used, and estimated the coefficient of linear equation. The results of the study showed that the attractiveness of the BRIC countries for FDI is growing again after the 2008 crisis and FDI to India and Brazil grow faster than Russia and China.

The review of the literature shows that a lot of research has already been undertaken in the area of FDI in the various world economies. Many researchers have made an attempt to identify the factors attracting FDI in different countries. Numerous researchers have made an attempt to study the impact of FDI on the economic development of host nation.

#### **6. PRACTICAL SIGNIFICANCE**

This study not only provide the relationship between the economic development of emerging economies (BRIC nations) and FDI flows in these nations, but also explicitly demonstrate the process by which these developing nations gets its increased economic status with the advancements in technology, productivity and management of business control. The improvement with the FDI in these economies varies accordingly. To understand the relationship between FDI and economic development is important for the policy makers of developing economies, as they could design policies for more growth and development accordingly.

#### **7. FINDINGS AND CONCLUSION**

Goldman Sachs has argued that by 2050, the joint income of BRIC economies will surpass the combined income of developed countries. As these four states gain importance on the global stage, the international community will increasingly look to the BRIC Nations to stabilize the world's economic system (Kapoor et al, 2010). According to WIR 2010, China and India are at the first and third place respectively for inflow of FDI attraction in the world. These emerging economies have their big consumer market, low labor cost, liberal government policies, need for technology spillovers are the main force behind the FDI attraction. The world developed economies always at the top to make policies and grab the benefits of trade, but now some developing economies (BRIC) nations also came in the queue. So there is a great need to analyze the impact of FDI on the emerging economies. From review of literature it has been concluded that the most of the research studies were conducted on Impact of FDI on different economies of the world. The results showed that FDI inflow has significant and positive impact on the host nations. BRIC nations have a golden opportunity to increase their GDP, employment opportunities and to solve the major economic problems with the help of FDI inflow.

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## 26. AGRICULTURE AND RELATED ISSUES

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### ABSTRACT:

*Agriculture, the backbone of Indian economy, contributes to the overall economic growth of the country and determines the standard of life for more than 50% of the Indian population. There are so many problems of the minimum contribution of the agriculture sector. There is lack of credit facilities, lack of knowledge for the special schemes of government for the insurance of crops, illiteracy of poor farmers etc. Agriculture production system in India is characterized by small scale production and seasonality of production and demand and many more. This paper is an attempt to identify various problems faced by the Indian agricultural sector with solutions done by the government till today and still to do. To increase the allover GDP rate, Government should take steps to improve the GDP of agricultural sector. Agricultural GDP is falling day by day. In 2018 Government made the strategies for its 12<sup>th</sup> plan (2018-2022) now see the results of it.*

**KEYWORDS:** *Agriculture, problems of agricultural sector, GDP growth of agriculture*

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**INTRODUCTION:** Indian is the agriculture based country. Indian economy as the economic development of this country is very much relied upon the agricultural activities. Agriculture provides not only food for the nation's population but also provides opportunities for employment generation, saving, contribution to industrial goods market and earning foreign exchange. In India, agriculture and allied sectors including agriculture, livestock, forestry and fishery etc contributes 16 per cent in GDP and employs over 58 per cent of the workforce in the country. India is the largest producer, consumer and exporter (15% of the world exports) of spices and spice products. In production of fruits, India got the second position in the world. India's horticulture output (fruits, vegetables and spices) reached to third position with the help of producing 283.5 million tons in 2014-15. Agriculture also contributes in export which is 10 per cent of the total country's export. India is the largest producer of milk with annual output of 146.31 MT which is 18.5 per cent of the total world production. Along with this, India is the second largest producer (14 % of the world output) and sixth largest exporter (2.76% of the world exports) of sugar. Increase in the production of various agricultural products is not sufficient for the economic development process in this country. It also requires a systematic and scientific marketing system for the purpose of marketing agricultural products in domestic market as well as in international market. Marketing of agricultural products means a series of

activities involved in the movement of agricultural produces from the point of production to the point of consumption. According to Thomsen, the study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm produced foods, raw materials and their derivatives.

The agriculture sector is a prominent part of the Indian economy. It supports about 50 per cent of India's workforce, and occupies more than one third of the country's total geographical area. The sector continues to be the single largest contributor to the Indian economy even though its contribution to GDP has declined since the country's independence in 1947. Agriculture is an essential link in the supply chain of the manufacturing sector, and plays an important role in the rural development of the country. Some of the major agricultural crops produced in India are rice, coarse cereals, pulses, oilseeds, sugarcane, cotton, jute. These schemes have helped the sector to improve food grain production from 52 million tons in FY52 to 244.78 million tons in FY11. Over the past five years, the agriculture sector has seen significant increase in production of food grains, oil seeds commercialized crops, fruits, vegetables, based products have become the largest consumption category in India. In addition, India is one of the major re exporters of cashews and spices as well as one of the major producers of milk in the world.

This report broadly analyses key policy initiatives taken by the Indian Government over the course of the 11th Five Year Plan, while simultaneously assessing the factors that are critical to agricultural production. We then proceed to assess the key policy initiatives from the Union Budget of 2012–13 that are expected to contribute to agricultural development, and then provide a perspective on the expected implementation of policies during the 12th Five Year Plan.

**STATEMENT OF THE PROBLEM:** There is fall in agriculture GDP due to some problems occurs in the sector. There is lack of water facility, irrigation facilities, lack of proper knowledge about the prices of crops. When farmers take loans for their crops but unfortunately because of unfair of monsoon they unable to repay the loans. The big thing as a major problem there is lack of proper knowledge about the special schemes for insurance of crops. Also there is no sources to aware them for. There are various other problems of Indian agriculture. The systems and techniques of farming. The marketing of agricultural products and the indebtedness of the farmers.

**OBJECTIVES:**

1. To identify the major problems of agricultural sector.
2. To highlight the role of government for the development.
3. To provide suggestions for their improvements.

**METHODOLOGY:** A detailed Questionnaire method was conducted among farmers of different villages around some rural areas of Ludhiana. Available secondary data was extensively used for the study. Different news articles, Books and Web were used which were enumerated and recorded. Also used some websites and read out some review papers.



#### **LITERATURE REVIEW**

In the recent years, there has been considerable research related to the agricultural marketing. These papers, however, mostly deal with problems, challenges and development of and the government initiatives toward agricultural marketing.

The paper on Raising Agricultural Productivity and Making Farming Remunerative for farmers (2015) done by National Institution for Transforming India (NITI) Aayog,

**Sumrita(2015)**

Economic planning is defined as ‘ The making of major economic-what and how much is to be produced, how when and where it to be produced and to whom it is to be allocated by the conscious decision.’

**IBEF (2013)**

Credit is essential to ensure inclusive growth in agriculture. Therefore, offering credit to farmers has become a priority for the government.

**Ben G. Bareja (2014)**

The term “agriculture” may be defined as: the art and science of growing plants and other crops and the raising of animals for food, other human needs, or economic gain.

(16 Dec. 2017)The decline of fermentation in the West can largely be put down to the concentration of *agriculture*.

**Fred Weir,(5 nov 2017)** The following decades were tumultuous, punctuated by bloody political purges and mass famine caused by the collectivization of *agriculture*.

**Sourov De (2010)** provides a detailed analysis of the various issues pertinent to the functioning of agrarian credit markets. These include the glaring chasm between demand and supply of agrarian credit, the emergence of sectors within the Indian economy which compete with agriculture

#### **PROBLEM AREAS IN AGRICULTURAL SECTOR**

- 1. Small and scattered holding:** Farmers having small and scattered holdings are found in Indian agricultural system. Thus, the cost of producing and transporting agricultural produce increases and the marketing margin decreases.
- 2. Lack of warehousing and storage facilities (cold storage or otherwise):** Farmers have to sell out their produce as soon as it is ready because there is a lack of adequate number of warehousing and storage facilities in India. It results in getting poor prices by the farmers. Most of the existing storage facilities are having very poor quality (are in very poor condition) which also affects the quality of the agricultural produce.
- 3. Lack of transportation facilities:** Agricultural sector is affected mostly by lack of transport facilities which includes all weather roads, appropriate transport vehicles for transporting perishable goods and lack of linkage roads to agricultural markets.
- 4. Lack of Agricultural Credit facilities:** Lack of availability of cheap credit facility and high dependence on informal credit channel has affected the expansion and modernization

of agricultural productivity. Due to rigid norms of banking sector, farmers are forced to borrow money from moneylenders at a very high rate of interest. They use to sell their produce at the earliest to repay the amount taken from moneylenders to avoid heavy interest charge.

- 5. Lack of Uniformity in Grading and Standardization:** Lack of proper grading facilities and standardized measures for categorization of agricultural produce at the farmers' level results in weak bargaining power and sale of produce at the lower price.
- 6. Poor Handling, Packing, Packaging, and Processing Facilities:** Lack of proper instruments for handling and processing and lack of scientific techniques for packaging of agricultural produce result in heavy wastage and loss to the farmers. Poor handling and packaging expose the product to substantial physical damage and quality deterioration.
- 7. Lack of market information:** Generally, in rural areas there is unavailability of proper infrastructure. Many villages are still out of the reach of Information and Communication Technology. Due to this, farmers are unaware of the present and future prices of their produces prevailing in big markets. Thus, they have to accept any price for their produce offered by middlemen.
- 8. Presence of large number of middlemen:** Due to lack of proper transportation, warehousing and infrastructural facilities farmers are forced to sell their produce at the point of origin. These middlemen charge abrupt high prices of these agricultural produce from the customers and also resort to malpractices like hoarding and black-marketing.
- 9. Lack of Farmers' Organization:** In India, the farmers are in scattered form and they use to sell their produces individually. Along with this, farmers have not any authorized body to guide and protect their businesses. On the other hand, traders are in organized form which enables them more powerful to bargain over prices. Under such situations, farmers will be generally exploited and do not get remunerative prices for their produce.
- 10. Inadequate Research on Marketing:** All the efforts of the government are directed towards maximizing the agricultural production but less emphasis has been given on the conduction of new researches for developing new marketing, storage, warehousing and preservation techniques. There is also need for research on consumer demands and preferences, handling and packaging.

#### **RESULTS:**

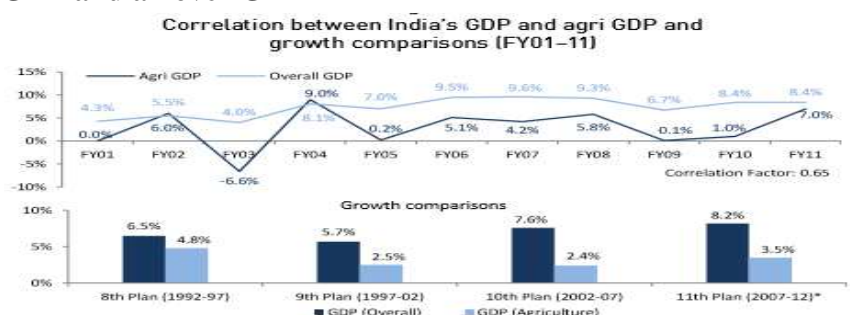
##### **AGRICULTURE CREDIT:**

Agriculture Credit of Rs. 711,621 crore was provided to the farmers against target of Rs.7,00,000 crore in 2013-14. In the year 2014-15, agriculture credit flow was Rs. 845,328.23 crore against the target of Rs.8,00,000 crore. Target for the year 2015-16 was fixed at Rs. 850,000 crore and achievement is Rs. 877,224 crore. The Target for the year 2016-17 has been fixed at Rs. 9,00,000 crore and a sum of Rs. 755,995.17 crore has been disbursed as agriculture credit during April-September, 2016.

**CROP INSURANCE:** The erstwhile crop insurance schemes have recently been reviewed in consultation with various stake holders including States/ UTs. As a result of the review, a new

scheme “Pradhan Mantri Fasal Bima Yojana (PMFBY) has been approved for implementation from Kharif 2016 along with restructured pilot Unified Package Insurance Scheme (UPIS) and Weather Based Crop Insurance Scheme (WBCIS). Under the PMFBY & RWBCIS, a uniform maximum premium of only 2% will be paid by farmers for all Kharif crops and 1.5% for all Rabi crops. In case of annual commercial and horticultural crops, the maximum premium to be paid by farmers will be only 5%. The premium rates to be paid by farmers are very low and balance premium will be paid by the Government, to be shared equally by Central and State Government, to provide full insured amount to the farmers against crop loss on account of natural calamities.

### **Agricultural GDP and all over GDP**



This figure shows the GDP of agriculture and all over rate of GDP and how agricultural GDP impacts upon all over growth of GDP. IN the 8<sup>th</sup> five year plan it was increased to 6.5% after it fell down 4.5%. In the 9<sup>th</sup> FV year plan it increased up to 9.0% that was the highest rate of agricultural growth. It also impacts positively on the all over GDP growth of the economy. In the next 10<sup>th</sup> and 11<sup>th</sup> plan there was fluctuations in the GDP growth of agriculture.

### **SUGGESTIONS FOR IMPROVEMENT IN AGRICULTURE SECTOR:**

The Government of India have taken several steps to uplift the status of agricultural sector. But all these efforts are insufficient for the development of this sector. Here, few suggestions have been given for the improvement in agricultural marketing. These are:

- 1. More investment in Market Research and Surveys:** To make the agricultural marketing more effective it is required to conduct marketing research in the field of agriculture on regular basis. This involves huge amount to conduct marketing research to get the real and effective solutions for agricultural problems. For this, the government should allocate sufficient amount for marketing research and survey.
- 2. Dissemination of marketing information:** The government has made various efforts to provide marketing information to the farmers relating to market trends, market price, consumer behavior, technical equipments, etc. This information should be provided to the farmers in time so that they can use this information for improving their performance in agricultural marketing.
- 3. Establishment of regulated market:** The govt. of India has established number of regulated markets in all over India. But it is insufficient to serve large number of population of the country. Table 1 shows that total number of regulated market has declined as it was 7157 in the year 2010 which came down to 7114 in the year 2014. Along with this, population served

by each regulated market also slashed down during same period. It is suggested that government should establish more regulated market in the country.

- 4. Storage and warehousing facilities:** The government should extent and construct additional storage and warehousing facilities and improve their features to improve and retain the qualities of agricultural produce of the farmers. The government should provide loan facilities to the farmers for storage facilities.
- 5. Improvement and extension of transportation facilities:** It is suggested that the government should make investment for the improvement and extension of roads and transportation facilities for connecting the villages with agricultural markets. This will help the farmers to sell their produce to the customers directly, i.e. without taking the services of number of intermediaries.
- 6. More easy norms for credit facilities:** The banks are providing credit facilities to the farmers but it is insufficient for completing their requirements. Marginal and small farmers are facing los of problems for getting credit facilities. For this, the government should make adequate arrangements for providing loans to the farmers on more easy norms.
- 7. Agricultural price policy:** The government decides the Minimum Support Price (MSP) for various agricultural commodities. It is a form of market intervention by the Government of India to ensure agricultural producers against any sharp fall in farm prices. It is suggested that more agricultural products should be taken under this pricing policy.

#### CONCLUSION:

In India farmers are facing lots of problems weather it would be created by nature or by man made. It will take much time to solve their problems. Every year in budget, government sanctions huge funds and formulates various policies and programs for the purpose of developing agriculture sector in India. In the recent year, Government has established a Price Stabilization Fund for Cereals and Vegetables of Rs.500 crore in order to reduce price volatility in perishable agricultural commodities (onions, potatoes & tomatoes etc.). With the setting up of this Price Stabilization Fund, farmers will be able to get fair price for their produce while consumer would be able to purchase the same at affordable prices. Along with this, an agri-tech infrastructure fund has been proposed to create a common marketing platform for agri-commodities in the Agriculture Produce Marketing Committees (APMCs) in the State, as a first step towards creation of a national market. On the other hand, Government is in the process of developing an Insurance product which could ensure farmers

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## **27. DEMOGRAPHIC DISPARITIES IN SOCIAL SECTOR IN INDIA**

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### **ABSTRACT**

*Development is a process of enlarging people's choices. Such choices tend to be very wide starting from the basic ones like the option to stay healthy, acquire knowledge to greater social economic political freedoms including the opportunities to be creative and productive, enjoy personal self-respect and be assured of human rights at all levels of development. Three most essential choices for the people are to lead a long and healthy life, to acquire knowledge and have access to resources needed for a decent standard of living. This study deals with the growth of social sector in India and especially in the major states. It tries to evaluate that inter-state development is a process of enlarging people's choices. Such choices tend to be differentials in India's social sector. Under this study, we will also discuss the population of the states of India over the period of four decades. The Population is one of the most important indicators of the social sector.*

**KEYWORDS:** *Social Sector, development, population and major indicator.*

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### **INTRODUCTION**

Development is a process of enlarging people's choices. Such choices tend to be very wide starting from the basic ones like the option to stay healthy, acquire knowledge to greater social economic political freedoms including the opportunities to be creative and productive, enjoy personal self-respect and be assured of human rights at all levels of development. Three most essential choices for the people are to lead a long and healthy life, to acquire knowledge and have access to resources needed for a decent standard of living.

This study deals with the growth of social sector in India and especially in the major states. It tries to evaluate that inter-state development is a process of enlarging people's choices. Such choices tend to be differentials in India's social sector.

Economic development is a process by which a country increases its efficiency and provides desired goods and services thereby raising living levels and general well being. Economic development involves the optimal utilization of natural and human resources.

Economic development has been a major challenge for the society and social development. Economic development is a process whereby an economy's real national income increases over a long period of time. Development is about improving the well being of people. Rising living

standards and improving education, health, and equality of opportunity are all essential components of economic development.

***Development in all societies is needed for the fulfillment of the following objectives:-***

1. To raise levels of living including higher incomes, the provision of more jobs, better education and greater attention to cultural and humanistic values.
2. To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence.

Social sector development and anti-poverty programmes have been integral elements of India's development strategy. Several programmes have been in operation over the years focusing the poor as the target groups, for the welfare of weaker classes and also provide special employment opportunities in both rural and urban areas. Provision of social sector strives to achieve the twin objectives of economic equality and social development, to create a supportive environment for a higher rate of growth for development, is contributing not only to human resources development but also to holistic and harmonious socio-economic development.

Human resources are an important factor in economic development. Economists often see population as an obstacle to growth. Man provides labour power for production and if in a country labour is efficient and skilled, its capacity contributes to growth.

The productivity of illiterate, unskilled, disease-ridden and superstitions people is generally low and they do not provide any help to development work in a country. So we can say that if a country can manage to use its manpower properly it will prove to be an important factor in development. But if human resources remain either unutilized or the manpower management remains defective, the same people who could have made a positive contribution to growth activity prove to be a burden on the country.

Under this study, we discuss the population of the states of India over the period of four decades. The Population is one of the most important indicators of the social sector. This study also highlights the problem of disparities in the social sector of different states.

- The literacy rate is also one of the most important indicators of the social sector. Better performing states in terms of literacy rate are Maharashtra, Himachal Pradesh, and Tamil Nadu.
- The death rate is another important indicator. It shows significant improvement during the period 1981 to 2011. Whereas states like Assam, Madhya Pradesh, and Uttar Pradesh are the worst performing states.
- Infant mortality rate in some states like Madhya Pradesh, Uttar Pradesh, Assam was higher than other states in 1981.
- Another indicator of social sector is sex ratio. It is the measure of gender gap or number of women per thousand men. The leading states are Kerala, Tamil Naidu, Orissa, Andhra Pradesh and Himachal Pradesh.

#### **OBJECTIVES OF THE STUDY:**

- To study the growth of the social sector in major states of India at different point in time during the period 1981-2011.
- To analyze the disparities among states in various indicators of the social sector at different points of time.

#### **RELEVANCE OF THE STUDY:**



The study deals with the growth of social sector in India and in the major states. It tries to evaluate the inter-state differentials in India's social sector. It also helps in examining the trend in regional disparities in various components of the social sector in India. An attempt has been made to find out the best performing states and worst performing states in terms of various indicators of the social sector at different point in time.

#### **DATA BASE AND METHODOLOGY:**

The nature of study entitled "Demographic Disparities in Social Sector in India" is such that it requires secondary data. The state-wise data for the various years taken would be selected from different resources. In particular, the following publication would be consulted:-

- Economic survey, Govt. of India, various issues.
- Statistical abstract of India.

Secondary data so collected would be tabulated, analyzed and evaluated to arrive at important conclusions. In the study, different social indicators would be used. These are:

1. State wise population of India
2. State wise birth rate
3. State wise death rate
4. State wise infant mortality rate
5. State wise sex ratio
6. State wise literacy rate

#### **GROWTH OF SOCIAL SECTOR IN INDIA AND THE MAJOR STATES**

The balanced development of the different part of the country extension of benefits of economic programmes and the availability of social services to the less developed regions is extremely essential. Demographics disparities in social services, in particular, pose a major problem in the development process. This paper studies various indicators related to social sector in India and in various states. This paper includes various demographic indicators, educational indicator and health indicators and other indicators etc.

#### **POPULATION**

With the help of table, we have shown that the population of the states of India over the period of four-decades (1981 to 2011), the population is the one of the most important indicators of the social sector. As per the census recorded in 1981 the overall population of the country was 683329 thousand. The most populated states in 1981 were Uttar Pradesh (105137 thousand), Maharashtra (62783 thousand) and least populated states were Himachal Pradesh (4281 Thousand), Jammu & Kashmir (5987thousand). It is clearly indicated by the table that the overall population India increased from 683329 thousand to 121019342 thousand during the period of 1981 to 2011. In the year 2011 most populated states were Uttar Pradesh (199581 thousand), Maharashtra (112372 thousand), whereas least populated states were Himachal Pradesh (6856 thousand) and Jammu Kashmir (12548 thousand) during the period 1981 to 1991 the high growth rate states were Jammu & Kashmir (30.89%), Rajasthan (28.43%), Haryana (27.41%) whereas low growth rates states were Kerala (14.32%), Tamil Nadu (15.39%), Himachal Pradesh

(20.79%) respectively. From 2001 to 2011 the high growth rate states were Bihar (25.07), Jammu & Kashmir (23.7), and Haryana (21.8), respectively. on the whole, it can be concluded that the population of various states under consideration has been increasing during the period of study.

#### LITERACY RATE

The literacy rate is also one of the most important indicators of the social sector. This refers that the total percentage of the population of an area at a particular time aged seven years or above who can read and write with understanding. The table depicts literacy rate of India. In 1981, overall literacy rate for India was 48.57%. In Kerala (78.85%) has highest literacy rate and Rajasthan (30.11%) has lowest literacy rate. It is clearly indicated by the table literacy rate of India has increased from 48.57% to 70.04% during the period 1981 to 2011. Again in the year 2011, in Kerala state (93.90%) has highest literacy rate. whereas Bihar, Rajasthan, Jammu & Kashmir have lowest literacy rate in 2011. Other better states in terms of literacy rate are Maharashtra, Himachal Pradesh, and Tamil Nadu. The difference between maximum and minimum Literacy rate state-wise in 1981 was 48.74%, in 1991 was 52.32, in 2001 was 43.86 and in 2011 it was 30.1%. Thus the lagging states are also improving in terms of this indicator.

**TABLE 1: STATE-WISE TOTAL POPULATION (In Thousands) AND DECADAL GROWTH RATE OF POPULATION (In Percent)**

States	1981	1981-1991	1991	1991-2001	2001	2001-2011	2011
Andhra Pradesh	53551	24.195	66508	14.58	76210	11.10	84581
Assam	18041	24.24	22414	18.92	26656	16.93	31169
Bihar	52303	23.38	64531	28.61	82999	25.07	103804
Haryana	12922	27.41	16464	28.43	21145	21.8	25753
Himachal Pradesh	4281	20.79	5171	17.5	6078	12.80	6856
Jammu Kashmir	5987	30.89	7837	29.43	10144	23.7	12548
Karnataka	37136	21.11	44977	17.50	52851	15.66	61130
Kerala	25454	14.32	29099	9.42	31841	4.85	33387
Madhya Pradesh	38169	27.24	48566	24.25	60348	20.29	72597
Maharashtra	62783	25.73	78937	22.72	96879	15.99	112372
Orissa	26370	20.06	31660	16.25	36805	13.97	41947
Punjab	16789	20.80	20282	20.10	24359	13.73	27704
Rajasthan	34262	28.43	44006	28.40	56507	21.43	68621
Tamil Nadu	48408	15.39	55859	11.72	62406	15.6	72138
Uttar Pradesh	105137	25.60	132062	25.84	166198	20.08	199581
West Bengal	54581	24.73	68078	17.77	80176	13.93	91347
<b>India</b>	<b>683329</b>	<b>23.87</b>	<b>846421</b>	<b>21.54</b>	<b>1028737</b>	<b>17.64</b>	<b>121019342</b>
<b>Difference</b>	<b>Max-Mini</b>		<b>Max-Mini</b>		<b>Max-Mini</b>		<b>Max-Mini</b>
	<b>UP-H P</b>		<b>UP-HP</b>		<b>UP-HP</b>		<b>UP-HP</b>
	105137-4281=100856		132062-5171=126891		166198-6078=160,120		199581-6856=192,725

**Source:** Economic Survey, 2014-15, Government of India.

**Source:** Registrar General of India, Ministry of Home Affairs, Government of India.

**TABLE 2: STATE-WISE LITERACY RATE 1981 to 2011** (in Percent)

States	1981	1991	2001	2011
Andhra Pradesh	35.66	44.08	60.47	67.70
Assam	48.38	52.89	63.25	73.20
Bihar	32.32	37.49	47.00	63.80
Gujarat	44.92	61.29	69.14	79.30
Haryana	37.13	55.85	67.91	76.60
Himachal Pradesh	48.42	63.86	76.48	83.80
Jammu & Kashmir	30.64	51.65	55.52	68.70
Karnataka	46.21	56.04	66.64	75.60
Kerala	78.85	89.81	90.86	93.90
Madhya Pradesh	38.63	44.67	63.74	70.60
Maharashtra	57.24	64.87	76.88	82.90
Odisha	33.62	49.09	63.08	73.50
Punjab	43.37	58.51	69.65	76.70
Rajasthan	30.11	38.55	60.41	67.10
Tamil Nadu	54.39	62.66	73.45	80.30
Uttar Pradesh	32.65	40.71	56.27	69.70
West Bengal	48.65	57.70	68.64	77.10
<b>India</b>	48.57	52.21	64.84	70.04
<b>Difference</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>
	Kerala- Rajasthan	Kerala-Bihar	Kerala-Bihar	Kerala-Bihar
	78.85-30.11 =48.74	89.81-37.49 =52.32	90.86-47.00 =43.86	93.90-63.80 =30.1

**Source:** Office of Registrar General, Ministry of Home Affairs and National Commission on Population, Government of India.

#### **BIRTH RATE**

The table shows state-wise birth rate of India from 1981-2011. The birth rate is the number of live births occurring among the population of a given geographical area during a given year, per 1,000 mid-year total population of the given geographical area during the same year. Over the period of study 1981, an overall birth rate in India was 33.8%. The leading states in 1981 were Madhya Pradesh (37.5%), Rajasthan (37.5%) whereas lowest states were Kerala (26.0%), Punjab

(26.9%), and Tamil Nadu (28.3%) respectively. It is clearly indicated by the table that overall birth rate of India has decreased from 33.8% to 21.8% during the period of 1981 to 2011. In the year 2011 Kerala (15.2%), Punjab (16.2%), Tamil Nadu (15.9%) are best states whereas the worst performing states or lagging states are Madhya Pradesh, Uttar Pradesh, Rajasthan, Bihar respectively. The difference between the maximum and minimum state wise birth rate in 1981 was 11.5%. It increased to 17% in 1991. Afterwards the maximum and minimum differences have decreased. It was 13.7% and it also decreased in the year of 2011 as 12.5%. There is no clear-cut trend towards a maximum and minimum difference in case of the birth rate.

**TABLE 3: STATE-WISE BIRTH RATE**

(Per Thousand)

States	1981	1991	2001	2011
Andhra Pradesh	31.6	26.0	28.8	17.5
Assam	32.9	30.9	26.8	22.8
Gujarat	35.1	27.5	24.9	21.3
Haryana	36.8	33.1	26.7	21.8
Jammu & Kashmir	31.3	30.8	20.1	17.8
Karnataka	28.0	26.9	22.2	18.8
Kerala	26.0	18.3	17.2	15.2
Madhya Pradesh	37.5	35.8	30.8	26.9
Maharashtra	28.3	26.2	20.6	16.7
Punjab	26.9	27.7	21.2	16.2
Rajasthan	37.1	35.0	31.0	26.2
Tamil Nadu	28.3	20.8	19.0	15.9
<b>India</b>	33.8	29.5	25.4	21.8
<b>Difference</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>
	MP-Kerala	MP-Kerala	Rajasthan – Kerala	MP -Kerala
	37.5-26.0 =11.5	35.8-18.3 =17.5	31.0-17.2 =13.8	26.9-15.2 =11.7

**Source:** Sample Registration System (SRS) Bulletin various issues, Office of the Registrar General & Census Commissioner.

**DEATH RATE**

The table shows the state-wise death rate of India from 1981-2011. The death rate is the number of deaths occurring among the population of a given geographical area during a given year, per 1,000 mid-year total population of the given geographical area during the same year. In case if death rate significant Improvement has been observed during the period of 1981 to 2011.

**TABLE 4: STATE-WISE DEATH RATE**

(Per Thousand)

States	1981	1991	2001	2011
Andhra Pradesh	11.7	9.7	8.1	7.5
Assam	11.5	11.5	9.5	8.0
Bihar	14.7	9.8	8.2	6.7
Gujarat	12.4	8.5	7.8	6.7
Haryana	11.0	8.2	7.6	6.5
Himachal Pradesh	10.8	8.9	7.0	6.7
Jammu & Kashmir	9.3	7.6	6.1	5.5
Karnataka	9.7	9.0	7.6	7.1
Kerala	6.8	6.0	6.6	7.0
Madhya Pradesh	15.7	13.8	10.0	8.2
Maharashtra	10.0	8.2	7.5	6.3
Orissa	14.0	12.8	10.2	8.5
Punjab	9.2	7.8	7.0	6.8
Rajasthan	13.5	10.1	7.9	6.7
Tamil Nadu	11.7	8.8	7.6	7.4
Uttar Pradesh	16.4	11.3	10.1	7.9
West Bengal	11.3	8.3	6.8	6.2
<b>India</b>	12.7	9.8	8.4	7.1
<b>Difference</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>
	Up-Kerala	MP-Kerala	Orissa-J&K	Orissa-J&K
	16.4-6.8=9.6	13.8-6.0=7.8	10.2-6.1=4.1	8.5-5.5=3

**Source:** Sample Registration System (SRS) Bulletin various issues, Office of the Registrar General & Census Commissioner.

In 1981 overall death rates for India have 12.7 per thousand. In 1981 Kerala (6.8%) is performing better as compared to other states and the worst performing state was Uttar Pradesh (16.4%). This table clearly indicates that the overall death rate of India has decreased from 12.7% to 7.1% during the period 1981 to 2011. In the year of 2001 the states that like Himachal Pradesh, West Bengal, Jammu & Kashmir, Kerala are better performing states, whereas state Assam, Madhya Pradesh, Uttar Pradesh worst performing states. The difference between the maximum and minimum death rate in 1981 was 9.6 in percentage points.

#### INFANT MORTALITY RATE

The table below represents the infant mortality rate trends in India, based on state-wise, over the last 40 years. Infant mortality rate is the number of deaths of children less than one year of age per 1000 live births. In the different states of India, in 1981, the overall mortality rate of the country was 110, births. The states Kerala, Karnataka has fared a better position, Whereas states Madhya Pradesh, Uttar Pradesh, Bihar, Gujarat were those states where infant mortality rates

were higher than other states infant mortality rates. It is clearly indicated by the table that the overall infant mortality rate of India has decreased from 110 live births to 44 live births in the year 2011. In the year 2011 states Kerala, Tamil Nadu, Maharashtra are better off performing states whereas the states of Madhya Pradesh, Orissa, UP, Assam has a highest infant mortality rate. Infant mortality rate in 1981 was 113 live births. It increased to 108 live births in 1991. Afterwards the maximum and minimum difference has decreased. It was 79 live births in 2001 and 47 live births in 2011. Thus the lagging states are also improving in terms of this indicator.

#### SEX RATIO

The table represents sex ratio is the measure of the gender gap. In 1981, the overall sex ratio for India was 934 females per 1000 males. In 1981, the sex ratio was lowest for Haryana (870) followed by Punjab (879) and Uttar Pradesh (882). It is clearly indicated by the table that the overall sex ratio of India has improved/increased from 934 women per 1000 men to 943 women per 1000 men during the period 1981 to 2011. In the year 2011, the best state in the term of sex ratio in Kerala (1084), Tamil Nadu (996), Andhra Pradesh (993), Orissa (979). Whereas lagging states in terms of sex ratio are Haryana (879), Punjab (895), and Jammu & Kashmir (889). The state-wise maximum-minimum difference for sex ratio in 1981 was 162 females per 1000 male. It increased to 171 females per 1000 males 1991. Afterwards, the difference has increased, it was 198 in 2001 and 205 females per 1000 males in the year of 2011, and thus the gap has been increasing in terms of this indicator.

**TABLE5: STATE WISE INFANT MORTALITY RATE (1981 TO2011) (Per Thousand)**

States	1981	1991	2001	2011
Andhra Pradesh	86	73	66	43
Assam	106	81	73	55
Bihar	118	69	62	44
Gujarat	116	69	60	41
Haryana	101	68	65	44
Himachal Pradesh	71	75	54	38
Jammu &Kashmir	72	70	48	41
Karnataka	69	77	58	35
Kerala	37	16	11	12
Madhya Pradesh	142	117	86	59
Maharashtra	79	60	45	25
Orissa	135	124	90	57
Punjab	81	53	51	30
Rajasthan	108	79	79	52
Tamil Nadu	91	57	49	22
Uttar Pradesh	150	97	82	57
West Bengal	91	71	51	32
<b>India</b>	110	80	66	44
<b>Difference</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>
	<b>UP-Kerala</b>	<b>Orissa –Kerala</b>	<b>Orissa –Kerala</b>	<b>MP-Kerala</b>
	150-37=113	124-16=108	90-11=79	59-12=47

**Source:** Sample Registration System (SRS) Bulletin various issues, Office of the Registrar General & Census Commissioner.



**TABLE 6: STATE WISE SEX RATIO (1981-2011)****(Females per Thousand Males)**

<b>States</b>	<b>1981</b>	<b>1991</b>	<b>2001</b>	<b>2011</b>
Andhra Pradesh	975	972	978	993
Assam	910	923	935	958
Bihar	948	907	919	918
Gujarat	942	934	920	919
Haryana	870	865	861	879
Himachal Pradesh	973	976	968	972
Jammu & Kashmir	892	896	892	889
Karnataka	963	960	965	973
Kerala	1032	1036	1059	1084
Madhya Pradesh	921	912	919	931
Odisha	981	971	972	979
Punjab	879	882	876	895
Rajasthan	919	910	921	928
Tamil Nadu	977	974	987	996
Uttar Pradesh	882	876	898	912
West Bengal	911	917	934	950
Maharashtra	937	934	922	929
<b>India</b>	934	927	933	943
<b>Difference</b>	<b>Maxi-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>	<b>Max-Mini</b>
	<b>Kerala-Haryana</b>	<b>Kerala-Haryana</b>	<b>Kerala-Haryana</b>	<b>Kerala-Haryana</b>
	1032-870=162	1036-865=171	1059-861=198	1084-879=205

**Source:** Various Census Reports, Government of India.

#### **SUMMARY AND CONCLUSION**

Development must, therefore, be conceived of as a multi-dimensional process involving major changes in institutes, as well as the allocation of economic growth, the reduction of inequality, and the eradication of poverty. Whatever the specific components of better life development in all societies must have at least three objectives.

1. To increase the availability and widen the distribution of basic life-sustaining goals as food, shelter, health, and protection.
2. To raise levels of living.
3. To expand the range of economic and social choices.

To overall objective of the study was to examine the pattern of social infrastructure in the light of the experience of major seventeen states of India from 1981 to 2011, to fulfill the objective we examine the position of major states of India on the basis of various economic and demographic indications.

From the year 1981 to 2011 Bihar, U.P was at the top in states list in case of population among seventeen states whereas Himachal Pradesh, Jammu and Kashmir, Andhra Pradesh, Haryana were among the low populated states. In case of infant mortality rate from the Kerala, Himachal Pradesh, Jammu and Kashmir was at top ranking based upon interstate differential from the national average. Whereas lagging state were Uttar Pradesh, Bihar, and Orissa. In case of death rate best performing states are Punjab Haryana, Himachal Pradesh, and U.P. In the sex ratio the leading states are Kerala, Tamil Nadu, Orissa, and Andhra Pradesh.

Based on different indicator it indicates 1981 to 2011 the gap between the highest rank state and the lowest rank rate didn't remain same. There are many indicators like literacy rate, consumption expenditure infant mortality rate, in which the gap between better performing states and lagging states have narrow down over time. It can be concluded that in case of literacy rate, infant mortality rate, and those indicators in which states were covering during 1981 to 2011.

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## 28. AGRICULTURAL ISSUES

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### ABSTRACT

*Agriculture deals with the art of domestication of plants and animals. It describes the spatial (regional) variations of agricultural phenomena but also explains the geo –ecological and socio –economic bases of such variations. The characteristics of agricultural systems differ from each other. The growth and development of agriculture is as old as the first man try to understand the society. The present paper aims to examine the spatial distribution of crops, Crop combinations changing patterns & the performance of wheat/rice production.*

**KEYWORDS:** *Agriculture, crop diversification, green revolution.*

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### INTRODUCTION

Agriculture has been a way of life and continues to be the single most important livelihood of the masses. Agriculture deals with the art of domestication of plants and animals. It describes the spatial (regional) variations of agricultural phenomena but also explains the geo –ecological and socio –economic bases of such variations. The characteristics of agricultural systems differ from each other. The growth and development of agriculture is as old as the first man try to understand the society. The Greek, Roman, Arab, Chinese and Indian authors gave references of the agricultural activities. The first book on agriculture written by Author Young. Punjab is land of five rivers so, here agriculture is main occupation. It's known as greenery of India. The reason for that is its total geographical area is 1.54% but Indian 2.37% population lived in it. 80% people are engaged in agriculture and agricultural density is 189%.

### OBJECTIVES

The main objectives of the research are:-

- To examine the spatial distribution of crops (variation in crop combination of majha, malwa and doaba).
- Highlights the effect of green revolution.
- Crop combinations changing patterns.
- The performance of wheat/rice production is not uniform.
- Conserve traditional crops and promote the crop diversification.

## **METHODOLOGY**

According to the popular saying, "I read, I forget. I see, I remember, I do I understand." This means the knowledge of research lies in the field rather than in the library. So, this present study is based on conversation with agricultural experts at block level. Group discussions have been made with small, middle and big landlords and follow the reports which published by agricultural department of Punjab. Random sampling and questionnaire used as its tools.

## **HISTORICAL BACKGROUND OF ISSUES**

Agriculture plays an essential role in the process of economic development of less developed countries like, India. Besides provides food to nation, agriculture releases labour, provides savings, contributes to market of industrial good and earns foreign exchange. Notwithstanding these progress, the situation of agriculture turned adverse effect during pre-independence to post-independence era.

1960 to 1980 this period is known as new era in agriculture, because green revolution occurred as a result of the adoption of the "new agricultural strategy" in 1964-65. This new strategy envisaged raising farm out through the use of high yielding variety seeds, chemical fertilizers, pesticides, modern implements and machinery, multiple cropping irrigation facilities and agricultural credit.

## **DRAWBACKS OF GREEN REVOLUTION**

- Environment degradation.
- Chemical fertilizers led to problems of eutrophication.
- Pesticides killed many nutrients enriching bacteria of the soil.
- Bio-diversity decreased as monoculturisation introduced.
- Natural vegetation disturbs as expenditure land expanded.
- Health problems also aggravated due to excess of mosquitoes in water logged area around lands.
- Ground water went down in areas where wells and tube-wells sucked excess of water.

## **CONSEQUENCES**

- It has been seen that 40,000 farmers commit suicide in last seventeen years. A Punjab govt. survey report says 5000 farmer's committed suicide between 2000 to 2010, which means three suicides in every two days. Mainly Bathinda, Sangrur and Mansa are worst affected by it.
- Agricultural experts say small farmers are working under severe economic constraints-their earnings are very low and they are in debited and hence many are compelled to leave farming. A report says that daily 2500 farmers leave farming in india.
- To strong the above said facts Dr. Balwinder Singh , who is agricultural officer and Dr. Rminder Singh agricultural development officer of soil testing laboratory jagraon are saying that there is not proper marketing. They mainly emphasizing the crop diversification to keep balance between water resources and agriculture.

Within this, Miss Divya, agriculture sub-inspector working in the same department shows her sympathy for Punjabi farmer because arthiyas(Commission Agents) received 18% to 36% more interests from innocent farmers.

- From last two decades have also seen Punjab lag behind most states in agricultural growth rate. It has been seems that the production of wheat is continuously decreasing since 2012.This also change the thinking level of farmer about its production. Forcibly farmers migrate abroad and face critical situation in the race of his own life which becomes from bad to worse.
- MSP and procurement policies have had adverse effects for the Punjabi farmer.

#### **SUGGESTED PREVENTIVE MEASURES**

- The common man and the government are very much aware of the agrarian crisis and rural agricultural issues. The government knows that the current cropping pattern is not viable and has put forward the crop-diversification policy.
- Need to stability of prices.
- Marketing facilities.
- Assurance of the sale of the farmers crops are the preliminary arrangements which the system need to provide at ground level.
- Need to install plants for proper management of agricultural waste.
- Promote seminar by social media.

#### **CONCLUSION**

Need for sustainable agriculture:- For a state like Punjab, sustainable agriculture development is essential not only to meet the food demands, but also for poverty reduction through economic growth by creating employment opportunities in non-agricultural rural sectors. There is pressing need to strengthen the capacity of communities to cope effectively with both climatic variability and change. In this sense, easy access to agricultural credits, insurance coverage, and expanding area under pulses is very important.

From the very first budget of independent india that focused on food security to the 2016-17 budget presented by the current NDA government that promised to double farmers income, the challenges and issues have remained much the same, so are the proposed solutions. My question is that how would we expect that time will come soon or not. Is this possible in letter and spirit? In simple words, agricultural development is an integral part of overall economic development need to rethink about it.

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## 29. ਵਿਸ਼ਵੀਕਰਨ ਦੇ ਸਨਮੁਖ ਚੁਣੌਤੀਆਂ

**ਡਾ.ਬੇਅੰਤ ਕੌਰ**

(ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ)

ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ ਕੰਸਟੀਚਿਊਟ ਕਾਲਜ, ਪੱਤੋ ਹੀਰਾ ਸਿੰਘ

ਵਿਸ਼ਵੀਕਰਨ/ਉਦਾਰੀਕਰਨ/ਮੰਡੀਕਰਨ/ ਮਸ਼ੀਨੀਕਰਨ/ਉਦਯੋਗੀਕਰਨ ਅਤੇ ਗਲੋਬਲਾਈਜ਼ੇਸ਼ਨ ਇਹ ਇਕੋ ਹੀ ਅਰਥਾਂ ਦੇ ਧਾਰਨੀ ਸ਼ਬਦ ਹਨ ਜੋ ਮਨੁੱਖੀ ਜਿੰਦਗੀ ਦਾ ਹਿੱਸਾ ਬਣ ਕੇ ਕਿਸੇ ਨਾ ਕਿਸੇ ਰੂਪ ਵਿੱਚ ਉਸਨੂੰ ਪ੍ਰਭਾਵਿਤ ਕਰਦੇ ਹਨ। ਵਿਸ਼ਵੀਕਰਨ ਦੇ ਇਸ ਦੌਰ, ਜਿੱਥੇ ਅਸੀਂ ਉਦਯੋਗ ਅਤੇ ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ ਆਦਿ ਦੇ ਖੇਤਰਾਂ ਵਿੱਚ ਉੱਤਮ ਵਾਧੇ ਦੀ ਦਰ ਦੀ ਗੱਲ ਕਰਦੇ ਹਾਂ, ਤਾਂ ਉੱਥੇ ਵਿਸ਼ਵੀਕਰਨ ਕਾਰਨ ਵਧ ਰਹੀਆਂ ਕੁਝ ਮੁਸ਼ੀਬਤਾਂ ਦਾ ਵੀ ਖਿਆਲ ਆਉਂਦਾ ਹੈ। ਵਿਸ਼ਵੀਕਰਨ ਦੀ ਖੁਸ਼ਹਾਲੀ ਅਤੇ ਅਮੀਰੀ ਸਿਰਫ਼ ਕੁਝ ਕੁ ਲੋਕਾਂ ਦੇ ਹਿੱਸੇ ਆਈ ਹੈ ਜਦ ਕਿ ਜਿਹੜੇ ਲੋਕ ਗੁਰਬਤ ਅਤੇ ਭੁੱਖ-ਨੰਗ ਨਾਲ ਲੜ ਰਹੇ ਹਨ, ਉਹਨਾਂ ਲਈ ਤਾਂ ਇਹ ਸਰਾਪ ਹੀ ਸਿੱਧ ਹੋਇਆ ਹੈ। ਵਿਸ਼ਵੀਕਰਨ ਨੇ ਉਹਨਾਂ ਧਨ ਲਾਉਣ ਵਾਲਿਆਂ ਨੂੰ ਹੀ ਖੁਸ਼ਹਾਲੀ ਬਖਸ਼ੀ ਹੈ ਜਿੰਨ੍ਹਾਂ ਕੋਲ ਮਾਇਕ ਸਾਧਨ-ਸੰਪੰਨਤਾ ਹੈ।

"ਇਹ ਉਹ ਨਵੇਂ-ਨਵੇਂ ਰਈਸ ਅਤੇ ਮਾਲ- ਗੁਜ਼ਾਰ ਹਨ ਜਿਹੜੇ ਕਰ ਮੁਕਤ ਸਰਮਾਏ ਦੇ ਫਾਇਦੇ ਵੀ ਉਠਾਉਂਦੇ ਹਨ ਅਤੇ ਨਾਲ ਹੀ ਸਰਾਫ਼ਾ ਬਜ਼ਾਰਾਂ ਕੋਲ ਰੱਖੀ ਹੋਈ ਮਾਇਕ ਪੂੰਜੀ ਉੱਤੇ ਵੀ ਚੋਖੇ ਲਾਭ-ਅੰਸ਼ ਪ੍ਰਾਪਤ ਕਰਦੇ ਹਨ।"

ਇਹ ਮੰਡੀ ਵਿੱਚ ਆਪਣਾ ਪੈਸਾ ਲਗਾਉਂਦੇ ਹਨ ਅਤੇ ਵੱਧ ਤੋਂ ਵੱਧ ਮੁਨਾਫ਼ਾ ਕਮਾਉਂਦੇ ਹਨ।

ਮੌਜੂਦਾ ਬਾਹਰੀ ਤੌਰ ਤੇ ਮਾਨਵੀ ਚੇਹਰੇ ਵਾਲਾ ਵਿਸ਼ਵੀਕਰਨ ਮਾਨਵੀ ਨਹੀਂ ਅਮਾਨਵੀ ਹੈ। ਖੁੱਲ੍ਹੀ ਬਜ਼ਾਰ ਵਿਵਸਥਾ ਦਾ ਦੂਜਾ ਨਾਂ ਹੀ ਵਿਸ਼ਵੀਕਰਨ ਹੈ। ਖੁੱਲ੍ਹੀ ਮੰਡੀ ਅਰਥ - ਵਿਵਸਥਾ ਵਿੱਚ ਜਿਵੇਂ ਕਿ ਉੱਪਰ ਜਿਕਰ ਕੀਤਾ ਗਿਆ ਹੈ, ਜਿਸ ਕੋਲ ਪੂੰਜੀ ਹੈ ਜਾਂ ਵਿੱਤੀ ਸਾਧਨ ਹਨ ਉਹ ਬਲਸ਼ਾਲੀ ਹੈ, ਮੰਡੀ ਤੇ ਉਸਦਾ ਕੰਟਰੋਲ ਤੇ ਕਬਜ਼ਾ ਹੈ।

ਪੂੰਜੀਪਤੀ ਹੀ ਮੰਡੀ ਵਿੱਚ ਵਸਤ ਭੇਜਣ ਤੇ ਸਮਰੱਥ ਹੈ ਤੇ ਅਜਿਹਾ ਵਿਅਕਤੀ ਹੀ ਖ਼ਰੀਦਣ ਦੇ ਯੋਗ ਹੈ। ਮੰਡੀ ਦਾ ਇਕੋ- ਇਕ ਤਰਕ ਮੁਨਾਫ਼ਾ ਤੇ ਖਪਤ ਹੈ। ਮੰਡੀ ਦੇ ਵਰਤਾਰੇ ਵਿੱਚ ਉਤਪਾਦਨ ਲੋਕਾਂ ਦੀਆਂ ਲੋੜਾਂ ਮੁਤਾਬਕ ਨਹੀਂ ਮੁਨਾਫ਼ੇ ਖ਼ਾਤਰ ਹੁੰਦਾ ਹੈ। ਖਪਤ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕਰਨ ਲਈ ਲੋਕਾਂ ਅੰਦਰ ਕਈ ਤਰ੍ਹਾਂ ਦੀ ਭਰਮ ਚੇਤਨਾ ਪੈਦਾ ਕੀਤੀ ਜਾਂਦੀ ਹੈ, ਮਸ਼ਹੂਰੀ ਲੋੜਾਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਇਸ ਕੰਮ ਲਈ ਮੀਡੀਆ ਅਤੇ ਵਿਗਿਆਪਨ ਖ਼ਾਸ ਭੂਮਿਕਾ ਨਿਭਾਉਂਦੇ ਹਨ।"



ਵਿਡੰਬਣਾ ਇਹ ਹੈ ਕਿ ਪੈਸੇ ਨਾਲ ਕੇਵਲ ਵਸਤੂ ਹੀ ਮੰਡੀ ਵਿਚੋਂ ਨਹੀਂ ਖਰੀਦੀ ਜਾ ਸਕਦੀ ਸਗੋਂ ਮਨੁੱਖ, ਆਚਰਨ, ਮੁੱਲ, ਪ੍ਰਤਿਮਾਨ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਨਿਆਂ-ਵਿਵਸਥਾ, ਵੋਟ, ਸਰਕਾਰ ਅਤੇ ਅਫ਼ਸਰਸ਼ਾਹੀ ਵੀ ਖਰੀਦੇ ਜਾਂ ਸਕਦੇ ਹਨ। ਵਿਸ਼ਵੀਕਰਨ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿੱਚ ਇਹਨਾਂ ਤੋਂ ਇਲਾਵਾ ਕੁਦਰਤੀ ਸੋਮਿਆਂ ਦਾ ਵੀ ਘਾਣ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ।

ਅੱਜ ਤਕਨਾਲੋਜੀ ਮਜ਼ਦੂਰ ਦੇ ਹਿੱਤਾਂ ਅਨੁਕੂਲ ਨਹੀਂ ਰਹੀ। ਵਧੇਰੇ ਚੰਗੀਆਂ ਸ਼ਰਤਾਂ ਉੱਤੇ ਨੌਕਰੀਆਂ ਦੇ ਮੌਕੇ ਪੈਦਾ ਕਰਨ ਦੀ ਬਜਾਏ ਨਵੀਂ ਤਕਨਾਲੋਜੀ ਦੀ ਵਰਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਜਿਵੇਂ ਕਿ ਅੱਜ - ਕੱਲ੍ਹ ਵੱਡੇ - ਵੱਡੇ

ਉਦਯੋਗਾਂ ਵਿੱਚ ਮਜ਼ਦੂਰਾਂ ਦੀ ਜਗ੍ਹਾ ਅਤਿ - ਆਧੁਨਿਕ ਮਸ਼ੀਨਰੀ ਕੰਮ ਕਰਦੀ ਹੈ। ਜਿਸਦਾ ਨਤੀਜਾ ਇਹ ਹੋਇਆ ਕਿ ਉਤਪਾਦਨ ਵਿੱਚ ਤਾਂ ਬੜੀ ਤੇਜ਼ੀ ਨਾਲ ਵਾਧਾ ਹੋਇਆ ਪਰ ਇਸਦੇ ਨਾਲ ਹੀ ਬੇਰੁਜ਼ਗਾਰੀ ਵਿੱਚ ਵੀ ਵਾਧਾ ਹੋਇਆ।

ਵਿਸ਼ਵੀਕਰਨ ਦੀ ਆਮਦ ਨਾਲ ਇਕ ਪਾਸੇ ਤਾਂ ਅਸੀਂ ਉਦਯੋਗ ਦੇ ਖੇਤਰ 'ਚ ਕਾਫੀ ਵਿਕਾਸ ਕੀਤਾ ਜਿਸ ਨਾਲ ਭਾਰਤ ਦੀ ਆਰਥਿਕਤਾ ਚੰਗੀ ਜਾਪਦੀ ਹੈ ਪਰ ਦੂਜੇ ਪਾਸੇ ਖੇਤੀਬਾੜੀ ਦੇ ਖੇਤਰ 'ਚ ਅਜੇ ਵੀ ਕਾਮਯਾਬੀ ਹਾਸਿਲ ਨਹੀਂ ਕੀਤੀ। ਸਾਡੇ ਦੇਸ਼ ਖਾਸ ਤੌਰ ਤੇ ਪੰਜਾਬ ਦੀ ਆਰਥਿਕਤਾ ਖੇਤੀ ਆਧਾਰਿਤ ਹੈ ਜਦਕਿ ਵਿਸ਼ਵੀਕਰਨ ਦੇ ਚੰਗੇ ਨਤੀਜੇ ਉਦਯੋਗਿਕ / ਸਨਅਤ ਖੇਤਰ 'ਚ ਹੋਏ ਹਨ। ਸਨਅਤ ਉਹ ਵਿਕਾਸ ਨਹੀਂ ਕਰ ਰਹੀ ਜਿਸ ਵਿੱਚ ਕਿਸਾਨੀ ਆਪਣੇ ਆਪ ਨੂੰ ਰਚਾ ਸਕੇ। ਇਸ ਤਰ੍ਹਾਂ ਖੇਤੀ ਫੇਰ ਕਰਮਾਂ ਸੇਤੀ ਹੀ ਰਹਿ ਗਈ। ਕਿਸਾਨ ਹੋਰ ਕਰਜ਼ਾਈ ਹੋ ਗਏ। ਕਈ ਆਤਮ-ਹੱਤਿਆਵਾਂ ਕਰ ਰਹੇ ਹਨ ਅਤੇ ਕਈ ਕਰਜ਼ੇ ਤੋਂ ਪੱਲਾ ਛੁਡਵਾ ਕੇ ਵਿਦੇਸ਼ਾਂ ਵਿੱਚ ਕਿਸੇ ਨਾ ਕਿਸੇ ਤਰੀਕੇ ਜਾਣਾ ਚਾਹੁੰਦੇ ਹਨ। ਜੇਕਰ ਪੰਜਾਬ ਦੀ ਕੋਈ ਸਪਸ਼ਟ ਭਵਿੱਖਮੁਖੀ ਆਰਥਿਕ ਪਾਲਿਸੀ ਹੋਵੇ ਜੋ ਉਨ੍ਹਾਂ ਨੂੰ ਸੰਤੁਸ਼ਟ ਕਰ ਸਕਦੀ ਹੋਵੇ ਤਾਂ ਸਾਇੰਸ ਉਹ ਵਿਦੇਸ਼ਾਂ ਵੱਲ ਨਾ ਜਾਣ। ਪਹਿਲਾਂ-ਪਹਿਲ ਜੋ ਪੰਜਾਬੀ ਇਸ ਖ਼ਿਆਲ ਨਾਲ ਵਿਦੇਸ਼ ਗਏ ਸਨ ਕਿ ਉਹ ਸਖ਼ਤ ਮਿਹਨਤ ਕਰਕੇ ਉੱਧਰੋਂ ਕਾਫੀ ਪੈਸਾ ਇਕੱਠਾ ਕਰਕੇ ਲੈ ਆਉਣਗੇ ਅਤੇ ਬਾਅਦ ਵਾਲਾ ਜੀਵਨ ਇੱਥੇ ਖੁਸ਼ੀ-ਖੁਸ਼ੀ ਬਤੀਤ ਕਰਨਗੇ ਪਰ ਉੱਥੋਂ ਦੇ ਪੂੰਜੀਵਾਦ ਨੇ ਉਨ੍ਹਾਂ ਨੂੰ ਉਹ ਸੁੱਖ ਤੇ ਆਰਾਮ ਦਿੱਤਾ ਜੋ ਉਹਨਾਂ ਨੂੰ ਇੱਥੇ ਸ਼ਾਇਦ ਕਦੇ ਨਹੀਂ ਮਿਲ ਸਕਦਾ ਉਹ ਉੱਥੇ ਮਿਲ ਰਹੀਆਂ ਸਹੂਲਤਾਂ ਕਾਰਨ ਏਧਰ ਆਉਣ ਦਾ ਬਾਅਦ ਵਿੱਚ ਖ਼ਿਆਲ ਵੀ ਨਾ ਕਰ ਸਕੇ। ਵਰਤਮਾਨ ਸਮੇਂ ਵਿੱਚ ਵਿਸ਼ਵੀਕਰਨ ਦਾ ਇਹ ਵਰਤਾਰਾ ਲਗਾਤਾਰ ਜਾਰੀ ਹੈ। ਵਿਸ਼ਵੀਕਰਨ ਦੇ ਇਸ ਫ਼ੈਸਲਾਕੁੰਨ ਪੜਾਅ ਉੱਤੇ ਸਾਨੂੰ ਆਪਣੀਆਂ ਸਮਾਜਿਕ, ਆਰਥਿਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਪ੍ਰਸਥਿਤੀਆਂ ਨੂੰ ਸਮਝਣ, ਸੰਭਾਲਣ ਅਤੇ ਨਜ਼ਿੱਠ ਲਈ ਦਰਪੇਸ਼ ਚੁਣੌਤੀਆ ਪ੍ਰਤੀ ਜਾਗਰੂਕ ਹੋਣਾ ਪਵੇਗਾ।

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### **ਹਲਾਵੇ ਅਤੇ ਟਿੱਪਣੀਆਂ:-**

ਸੁਨੰਦਾ ਸੇੱਨ, ਵਿਸ਼ਵੀਕਰਨ ਅਤੇ ਵਿਕਾਸ, ਪੰਨਾ-10

ਡਾ. ਸੁਖਦੇਵ ਸਿੰਘ, ਕਾਵਿ-ਸਰੋਕਾਰ, ਪੰਨਾ-100

### 30. ਨਾਰੀ ਚੇਤਨਾ :ਵੀਨਾ ਵਰਮਾ ਦੇ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਮੁੱਲ ਦੀ ਤੀਵੀ ਦੇ ਸੰਦਰਭ ਵਿੱਚ

**ਲਵਪ੍ਰੀਤ ਕੌਰ**

(ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ)

ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ ਕੰਸਟੀਚਿਊਟ ਕਾਲਜ, ਪੱਤੋ ਹੀਰਾ ਸਿੰਘ

ਪੰਜਾਬੀ ਗਲਪ ਦੇ ਖੇਤਰ ਵਿੱਚ ਵੀਨਾ ਵਰਮਾ ਆਪਣੇ ਨਿਵੇਕਲੇ ਰਚਨਾਤਮਕ ਵਿਵੇਕ ਅਤੇ ਮੌਲਿਕ ਬਿਰਾਤਾਂਤਕ ਅੰਦਾਜ਼ ਸਦਕਾ ਸਥਾਪਿਤ ਹੋ ਚੁੱਕੀ ਕਹਾਣੀਕਾਰ ਹੈ। ਮੁੱਲ ਦੀ ਤੀਵੀ ਵੀਨਾ ਵਰਮਾ ਦੀ ਪਲੇਠੀ ਕਹਾਣੀ-ਸੰਗ੍ਰਹਿ ਦੀ ਪੁਸਤਕ ਹੈ, ਜਿਸ ਰਾਹੀਂ ਵੀਨਾ ਕਹਾਣੀ ਜਗਤ ਵਿੱਚ ਪੈਰ ਰੱਖਦੀ ਹੈ। ਪੰਜਾਬ ਦੀ ਜੰਮਪਲ ਅਤੇ ਪ੍ਰਵਾਸ ਕਰਨ ਵਾਲੀ ਲੇਖਿਕਾ ਪੰਜਾਬੀ ਅਤੇ ਇੰਗਲੈਂਡ ਦੇ ਸੱਭਿਆਚਾਰ ਨੂੰ ਆਪਣੀਆਂ ਵੱਖ-ਵੱਖ ਕਹਾਣੀਆਂ ਰਾਹੀਂ ਬਿਆਨ ਕਰਦੀ ਹੋਈ ਔਰਤ ਦੀ ਆਜ਼ਾਦੀ ਦੀਆਂ ਬਾਤਾਂ ਪਾਉਂਦੀ ਹੈ। ਮਰਦ ਔਰਤ ਤੇ ਕਿਸ ਤਰ੍ਹਾਂ ਕਾਠੀ ਪਾ ਕੇ ਆਪਣੇ ਅਧੀਨ ਕਰਨਾ ਲੋਚਦਾ ਹੈ। ਮਰਦ ਦੀ ਹਵਾਸ ਪ੍ਰਤੀ ਬ੍ਰਿਤੀ ਅਤੇ ਔਰਤ ਦੀ ਕਠਪੁਤਲੀ ਵਾਲੀ ਤ੍ਰਾਸਦੀ ਬਿਆਨ ਕਰਦੀ ਉਸਦੀ ਕਹਾਣੀ ' ਮੁੱਲ ਦੀ ਤੀਵੀਂ' ਹੈ। ਇਸ ਕਹਾਣੀ ਦੀ ਪਾਤਰ ਲੱਛਮੀ ਇੱਕ ਅਜਿਹੀ ਪਾਤਰ ਹੈ, ਜੋ ਪੁਰਸ਼ ਪ੍ਰਧਾਨ ਸਮਾਜ ਦੇ ਮੁੱਲਾਂ ਨੂੰ ਤੋੜਨ ਦੀ ਬਜਾਏ ਨਿਭਾਉਣਾ ਚਾਹੁੰਦੀ ਹੈ, ਜਦਕਿ ਮੱਘਰ ਲਈ ਉਹ ਭੋਗ ਦੀ ਵਸਤੂ ਤੇ ਇਲਾਵਾ ਲੱਛਮੀ ਦੀ ਕੋਈ ਹਸਤੀ ਨਹੀਂ। ਲੱਛਮੀ ਦਾ ਔਰਤ ਹੋਣਾ ਉਸਦੀ ਹੋਣੀ ਨਹੀਂ, ਪੁਰਸ਼ ਪ੍ਰਭੂਤਾ ਵਾਲੇ ਸਮਾਜ ਵਿੱਚ ਉਸਦੀ ਹਸਤੀ ਮਨਫੀ ਹੁੰਦੀ ਹੈ, ਜਿੱਥੇ ਮੱਘਰ ਵਰਗੇ ਹਵਾਸੀ ਲੋਕ ਔਰਤ ਨੂੰ ਹੰਢਾਉਂਦੇ ਚਲੇ ਜਾਂਦੇ ਹਨ, ਪਰ ਔਰਤ ਦੀਆਂ ਭਾਵਨਾਵਾਂ ਦੀ ਕਦਰ ਹੀ ਨਹੀਂ। ਰਿਸ਼ਵਤਖੋਰ ਬਾਣੇਦਾਰ ਬਰਖਾਸਤ ਹੋ ਕੇ ਡਰਾਈਵਰ ਬਣਦਾ ਹੈ ਅਤੇ ਮੁੱਲ ਦੀ ਤੀਵੀਂ ਲਿਆ ਕੇ ਮਗਰੋਂ ਲਾਹੁਣ ਦੀ ਕੋਸ਼ਿਸ਼ ਕਰਦਾ ਹੈ, ਪਰ ਲੱਛਮੀ ਵਰਗੀ ਮੁਟਿਆਰ ਮਾਪਿਆ ਦੀ ਆਰਥਿਕਤਾ ਦਾ ਸਹਾਰਾ ਬਣ ਵਿਕਦੀ ਹੈ, ਪਰ ਸੱਧਾਰ ਵੀ ਲਿਤਾੜੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਮੱਘਰ ਨਾਲ ਘਰ ਵਸਾਉਣ ਦਾ ਵਸੀਲਾ ਲੋਚ ਬੈਠਦੀ ਹੈ।

ਵੀਨਾ ਵਰਮਾ ਦੀ ਦਲੇਰੀ ਇਸ ਪ੍ਰਕਾਰ ਵੀ ਉਜਾਗਰ ਹੁੰਦੀ ਹੈ, ਦੋ ਦਹਾਕੇ ਪਹਿਲਾਂ ਰਚੇ ਗਏ ਇਸ ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ ਵਿੱਚ ਮਰਦ ਦੀ ਕਾਮਕ ਪ੍ਰਵਿਰਤੀ ਨੂੰ ਸਾਹਸ ਪੂਰਵਕ ਬਿਆਨਦੀ ਹੈ। ਝੂਠੇ ਵਾਅਦਿਆਂ ਵਾਲੇ ਆਸ਼ਕਾ ਦੀ ਕਮਜ਼ੋਰੀ ਦਾ ਪਾਜ਼ ਉਘਾੜਦੀ ਨਜ਼ਰ ਆਉਂਦੀ ਹੈ।

ਪੱਛਮੀ ਦੇਸ਼ਾਂ ਦੀ ਬਹੁਲਤਾ ਵਿੱਚ ਖੁਸ਼ਹਾਲੀ ਅਤੇ ਉਚੇਰੀ ਜਿੰਦਗੀ ਮਾਨਣ ਦੇ ਸੁਪਨੇ ਘੱਟ ਵਿਕਸਿਤ ਮੁਲਕਾਂ ਦੇ ਮਹੱਤਵਕਾਂਖੀ ਮਨੁੱਖ ਦੇ ਆਕਰਸ਼ਣ ਦੇ ਕੇਂਦਰ ਰਹੇ ਹਨ। ਇਸੇ ਤਰ੍ਹਾਂ ਨਰਿੰਦਰ ਚੋਖੇ ਅਸਰ ਰਸੂਖ ਘਰਾਣੇ ਵਿੱਚੋਂ ਹੋਣ ਦੇ ਬਾਵਜੂਦ ਵੀ ਲੰਡਨ ਚਲਾ ਜਾਂਦਾ ਹੈ, ਪਰ ਪੱਛਮੀ ਸੱਭਿਆਚਾਰਕ ਵਰਤਾਰੇ ਵਿੱਚ ਆਪਣੀ ਪਤਨੀ ਸਾਹਵੇਂ ਹੀਣਾ ਮਹਿਸੂਸ ਕਰਦਾ ਹੈ। ਮਰਦ ਪ੍ਰਧਾਨ ਸਮਾਜ ਦਾ ਅੰਗ ਹੋਣ ਕਾਰਨ ਪਤਨੀ ਦੀ ਅਧੀਨਗੀ ਨਹੀਂ ਚਾਹੁੰਦਾ, ਪਰ ਬੱਚਿਆਂ ਖਾਤਰ ਛੱਡ ਵੀ ਨਹੀਂ ਸਕਦਾ। ਟੁੱਟ ਰਹੇ ਪਰਿਵਾਰ ਦੀ ਧੀ ਰੁਪਿੰਦਰ ਨੂੰ ਆਪਣੇ ਮੋਹ-ਜਾਲ ਵਿੱਚ ਫਸਾ ਕੇ ਹਵਾਸ ਪੂਰਤੀ ਕਰਦਾ ਨਜ਼ਰ ਆਉਂਦਾ ਹੈ। ਮਾਂ-ਬਾਪ ਦੇ ਲੜਾਈ ਕਲੇਸ਼ ਅਤੇ ਪੈਸੇ ਦੇ ਲਾਲਚ ਕਾਰਨ ਰੂਪੀ ਮਾਂ-ਬਾਪ ਦੇ ਪਿਆਰ ਤੋਂ ਸੱਖਣੀ ਹੁੰਦੀ ਹੈ। ਜਿਸ ਕਰਕੇ ਨਰਿੰਦਰ ਵੱਲ ਸਹਿਜੇ ਹੀ ਖਿੱਚੀ ਜਾਂਦੀ ਹੈ ਨਰਿੰਦਰ ਸਿਰਫ ਜਿਸਮਾਨੀ ਸਬੰਧ ਰੱਖਣੇ ਚਾਹੁੰਦਾ ਹੈ ਜਦਕਿ ਰੁਪਿੰਦਰ ਉਸਦੀ ਸਰਦਾਰਨੀ ਬਣ ਕੇ ਰਹਿਣਾ ਚਾਹੁੰਦੀ ਹੈ ਅਤੇ ਨਰਿੰਦਰ ਆਪਣੀ ਸਮਾਜ ਅੱਗੇ ਅਣਖ-ਆਬਰੂ ਤੇ ਆਂਚ ਨਹੀਂ ਆਉਣ ਦੇਣਾ ਚਾਹੁੰਦਾ। ਆਪਣੇ ਆਪ ਨੂੰ ਆਪਣੀ ਪਹਿਲੀ ਪਤਨੀ ਅਤੇ ਸਮਾਜ ਅੱਗੇ ਮਰਿਯਾਦਾ ਪਰਸ਼ੋਤਮ ਦਿਖਾਉਂਦਾ ਹੈ, ਰੁਪਿੰਦਰ ਨਰਿੰਦਰ ਲਈ ਸਿਰਫ ਮਨ ਭਾਉਂਦਾ ਖਿਲੋਣਾ ਹੈ, ਉਸਦੀ ਕੁੱਖੋਂ ਉਗਿਆ ਅੰਸ ਤਾਂ ਆਪਣਾ

ਦਿਸਦਾ ਹੈ, ਪਰ ਰੁਪਿੰਦਰ ਨਹੀਂ। ਰੁਪਿੰਦਰ ਵਰਗੀ ਕੁੰਜ ਦਲਿਤ ਵਰਗ ਦੀ ਔਰਤ ਵੱਲੋਂ ਛੋਟੀ ਸਰਦਾਰਨੀਂ ਕਿਹਾ ਗਿਆ ਸ਼ਬਦ ਤੇ ਭਾਵੁਕ ਹੋ ਜਾਂਦੀ ਹੈ, ਚਲੋ ਕਿਸੇ ਨੇ ਤਾਂ ਸਹੀ ਪਛਾਣਿਆ।

ਪੱਛਮ ਦੇ ਖੁੱਲ੍ਹੇ ਸਮਾਜ ਵਿੱਚ ਸੈਕਸਵਾਦ ਅਤੇ ਮਰਦਵਾਦ ਵਿੱਚ ਪਿੱਛੀਆਂ ਔਰਤਾਂ ਵੀਨਾ ਦੇ ਕਹਾਣੀ ਜਗਤ ਦਾ ਸਮਕਤ ਮੁੱਦਾ ਅਤੇ ਮਾਧਿਅਮ ਨਜ਼ਰ ਆਉਂਦੀਆਂ ਹਨ। ਦੇਹੀ ਖੁੱਲ੍ਹੇ ਕਾਰਨ ਉਪਜ ਰਹੇ ਨਵੇਂ ਦੇਹੀ ਵਿਵੇਕ ਸਿਰਜਦੀ ਹੈ। ਦੇਹੀ ਭੋਗ ਵਿੱਚ ਖਚਿੱਤ ਸਰੀਰ ਵਿੱਚੋਂ ਦੀ ਰੂਹ ਦੀ ਪਾਕੀਜ਼ਗੀ ਦੇ ਆਧਾਰਿਤ ਸਰੀਰਕ ਸਬੰਧ ਹਨ। ਇਸੇ ਤਰ੍ਹਾਂ ਦੀ ਤਰਜਮਾਨੀ ਕਰਦੀ ਕਹਾਣੀ ਮਰਿਆ ਚੂਹਾ ਹੈ। ਇਸ ਕਹਾਣੀ ਦੀ ਨਾਇਕਾ ਦਾ ਨਿਕਾਹ ਬੁੱਢੇ ਨਾਲ ਹੁੰਦਾ ਹੈ ਜਿੱਥੇ ਸਹੁਰੇ ਘਰ ਜਾਂਦਿਆਂ ਤਿੰਨ ਬੱਚਿਆਂ ਦੀ ਮਾਂ ਬਣ ਜਾਂਦੀ ਹੈ, ਬੁੱਢਾ ਵੀ ਉਸਨੂੰ ਆਪਣੇ ਬਾਪ ਦਾ ਹਮਉਮਰ ਨਜ਼ਰ ਆਉਂਦਾ ਹੈ, ਜਿਸ ਕਾਰਨ ਰਜੀਆ ਨੂੰ ਬਸੀਰੇ ਨਾਲ ਕੀਤਾ ਰੂਹ ਦਾ ਪਿਆਰ ਨਹੀਂ ਭੁੱਲਦਾ। ਪਰ ਸਮਾਜਿਕ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਸਾਹਮਣੇ ਅੜ ਨਾ ਸਕਣ ਕਰਕੇ ਆਪਣਾ ਮਾਨਸਿਕ ਸੰਤੁਲਨ ਗੁਆ ਬੈਠਦੀ ਹੈ। ਮਰਦ ਨਿੱਤ ਕੱਪੜਿਆਂ ਵਾਂਗ ਬਦਲਦੀ ਹੈ, ਪਰ ਬਸੀਰੇ ਦੀ ਛਵੀ ਕਿਧਰੇ ਵੀ ਨਜ਼ਰ ਨਹੀਂ ਆਉਂਦੀ ਇਸ ਕਹਾਣੀ ਵਿੱਚ ਲੇਖਿਕਾ ਮਾਨਵੀ ਸਬੰਧਾਂ ਦੀ ਭਿਆਨਕਤਾ, ਬਰਾਬਰਤਾ ਅਤੇ ਕਮੀਨਗੀ ਦਾ ਪਰਦਾ ਫਾਸ ਕਰਦੀ ਹੈ। ਜੁਆਨ ਰਜੀਆ ਦੀ ਤ੍ਰਾਸਦੀ ਹੈ ਕਿ ਹਾਣ ਦਾ ਮਰਦ ਉਸਨੂੰ ਸਰੀਰਕ ਤੌਰ ਤੇ ਮਾਣਦਾ ਅਤੇ ਆਪਣੀਆਂ ਆਰਥਿਕ ਲੋੜਾਂ ਦੀ ਪੂਰਤੀ ਕਰਦਾ ਹੈ, ਪਰ ਆਪਣੇ ਘਰ ਵਿੱਚ ਕਬੂਲ ਨਹੀਂ ਸਕਦਾ।

" ਦੁਨੀਆਂ ਦੀ ਹਰ ਔਰਤ ਚਾਹੁੰਦੀ ਹੈ ਕਿ ਉਸਦੀ ਯਾਦ ਵਿੱਚ ਤਾਜ ਮਹੱਲ ਬਣੇ ਪਰ ਸ਼ਾਹਜਹਾਂ ਉਸਦੀ ਕਬਰ ਤੇ ਤਾਜ ਬਨਾਉਣ ਦੀ ਬਜਾਏ ਉਸਦੀਆਂ ਹੱਡੀਆਂ ਵੇਚ ਕੇ ਖਾ ਜਾਣਾ ਚਾਹੁੰਦੇ ਹਨ।

ਵੀਨਾ ਦੇ ਲਿਖਤੀ ਅੰਦਾਜ਼ ਵਿੱਚ ਵਿਅੰਗ ਅਤੇ ਕਟਾਖਸ ਦਿਸਦਾ ਹੈ, ਪਰ ਔਰਤ ਦੀ ਮਨੋਵੇਦਨਾ ਦਾ ਦਰਦ ਗੁੱਝੇ ਰੂਪ ਵਿੱਚ ਵਿਦਮਨ ਹੈ। ਰਜੀਆ ਦਾ ਜਿਸਮਾਨੀ ਸ਼ੋਸਣ ਰਜੀਆ ਦੀ ਮਾਨਸਿਕ ਸਥਿਤੀ ਨੂੰ ਬੇਕਾਬੂ ਕਰ ਜਾਂਦਾ ਹੈ। ਮਕਾਰ ਅਤੇ ਝੂਠੇ ਦਾਅਵੇਦਾਰ ਆਸ਼ਕ ਭੋਗ ਕੇ ਚਲਦੇ ਬਣਦੇ ਹਨ, ਰਜੀਆ ਨਦੀ ਕਿਨਾਰੇ ਰੁੱਖੜੇ ਵਾਂਗ ਖੜੀ ਰਹਿ ਜਾਂਦੀ ਹੈ।

ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਮੁੱਖ ਆਕਰਸ਼ਣ ਔਰਤ/ਔਰਤ ਚੇਤਨਾ ਹੈ। ਪਰ ਸਮਾਜ ਵਿੱਚ ਔਰਤ ਲਈ ਬਰਾਬਰ ਦੀ ਧਿਰ ਬਣ ਵਿਚਰਨ, ਬਰਾਬਰ ਦੀ ਸਪੇਸ ਮੰਗਣ/ਲੈਣ ਵਿੱਚ ਅਨੇਕਾਂ ਦੁਸ਼ਵਾਰੀਆਂ ਹਨ। ਕਹਾਣੀ (ਪਿਛਲਾ ਦਰਵਾਜ਼ਾ) ਦਾ ਟੈਕਸ ਨਾਰੀਵਾਦ ਨੇ ਔਰਤ ਲਈ ਜਿਹੜੀ ਅਜਾਦੀ ਬਰਾਬਰੀ ਸਰੱਖਿਆ ਦੇ ਸਾਰੰਸ ਉਪਲੱਬਧ ਕਰਾਏ, ਉਹਨਾ ਨੇ 20ਵੀਂ ਸਦੀ ਦੇ ਅੰਤ ਤੱਕ ਵੀ ਔਰਤ ਦਾ ਔਰਤ ਹੋਣਾ ਇੱਕ ਸਰਾਪ, ਇੱਕ ਗਾਲ਼ ਤੱਕ ਹੀ ਸੀਮਿਤ ਹੋਇਆ ਹੈ। ਇੱਕ ਸਾਲਮ ਮਰਦ, ਇੱਕ ਸਾਬਤ ਘਰ, ਬਰਾਬਰ ਦਾ ਵਾਜੂਦ ਵਜੋਂ ਪ੍ਰਵਾਨਗੀ ਔਰਤ ਲਈ ਇੱਕ ਖਾਹਿਸ ਵਜੋਂ ਹੀ ਪ੍ਰਵਾਨਿਤ ਹੋਈ ਹੈ। ਪਰ ਖੁੱਲ੍ਹੇ ਸਮਾਜ ਦੀ ਮਿੱਥ ਤੇ ਉੱਡਣ ਵਿੱਚ ਇਹ ਕਹਾਣੀ ਆਪਣਾ ਦੁਖਾਂਤਕ ਪੇਸ਼ ਕਰਦੀ ਹੈ। ਗੀਤਾ (ਪਿਛਲਾ ਦਰਵਾਜ਼ਾ) ਦੀ ਆਰਥਿਕ ਮਜ਼ਬੂਰੀ ਅਤੇ ਸਰਾਬੀ ਪਤੀ ਹੋਣ ਕਾਰਨ ਦੱਤਾ ਵਰਗੇ ਬੁੱਢੜੇ ਦੀ ਹਵਸ ਦਾ ਸ਼ਿਕਾਰ ਹੋ ਜਾਂਦੀ ਹੈ। ਇੱਥੇ ਤੱਕ ਕਿ ਗੀਤਾ ਦੀ ਧਾ ਨੀਤੂ ਵੀ ਹੋਲੀ-2 ਉਸਦੀ ਮੰਦ ਭਾਵਨਾ ਦਾ ਸ਼ਿਕਾਰ ਬਣਦੀ ਹੈ। ਗੀਤਾ ਦੇ ਨਾਲ-2

ਨੀਤੂ ਨੂੰ ਵੀ ਉਹ ਆਪਣੀ ਜਾਇਦਾਦ ਮੰਨਦਾ ਹੋਇਆ 16 ਸਾਲ ਦੀ ਕਲੀ ਨੂੰ ਵੀ ਨਹੀਂ ਛੱਡਦਾ। ਇਹ ਸਾਫ਼ ਜ਼ਾਹਿਰ ਹੁੰਦਾ ਹੈ ਕਿ ਪੁਰਸ ਪ੍ਰਭੂਤਾ ਸੰਪੰਨ ਸਮਾਜ ਦੀ ਕਮਜ਼ੋਰੀ ਔਰਤ ਹੈ ਦੋਸੀ ਵੀ ਔਰਤ ਹੀ ਗਰਦਾਨੀ ਜਾਂਦੀ ਹੈ।

ਜਦੋਂ ਅਸੀਂ ਵੀਨਾ ਵਰਮਾ ਦੀ ਕਹਾਣੀ ਦੀ ਔਰਤ ਦੇ ਬਾਰੇ ਚਰਚਾ ਕਰਦੇ ਹਾਂ ਤਾਂ ਉੱਥੇ 'ਰੱਤੋ ਕਹਾਣੀ ਦੀ ਪਾਤਰ ਨਿਡਰ, ਦਲੇਰ ਅਤੇ ਬੇਵਾਕ ਔਰਤ ਮਰਦ ਪ੍ਰਧਾਨ ਸਮਾਜ ਵਿੱਚ ਵਿਚਰਦੀ ਹੋਈ ਮਰਦ ਦੀ ਗੁਲਾਮੀ ਵਾਲੀ ਕਾਠੀ ਉਤਾਰ ਸੁੱਟਦੀ ਹੈ। ਉਸਦੀਆਂ ਨਜ਼ਰਾਂ ਵਿੱਚ ਜੱਗਾ ਹੀ ਸਹੀ ਇਨਸਾਨ ਹੈ, ਜਿਹੜਾ ਉਸਦਾ ਅਤੇ ਉਹਦੇ ਬੱਚਿਆਂ ਦਾ ਧਿਆਨ ਰੱਖਣ ਵਾਲਾ ਹੈ, ਜਦਕਿ ਉਸਦਾ ਸਰਾਬੀ ਪਤੀ ਆਪਣੀ ਸਾਰੀ ਕਮਾਈ ਜੂਏ ਸਰਾਬ ਅਤੇ ਔਰਤਾਂ ਨਾਲ ਖੇਡ ਖਾਣ ਤੇ ਉੱਡਾ ਛੱਡਦਾ ਹੈ। ਰੱਤੋ ਜੱਗੇ ਨਾਲ ਰੂਹ ਦੇ ਪਿਆਰ ਵਿੱਚ ਬੱਝੀ ਹੋਈ ਹੈ। ਮਰਦ ਜਾਤ ਦੀ ਗੁਲਾਮੀ ਕਰਨਾ ਉਸਦੇ ਅਸੂਲ ਦੇ ਬਰਖਿਲਾਫ਼ ਹੈ। ਰੱਤੋ ਆਪਣੇ ਪਤੀ ਨਾਲ ਜਿਸਮੀ ਸਬੰਧਾਂ ਨੂੰ ਕੋਈ ਅਹਿਮੀਅਤ ਨਹੀਂ ਦਿੰਦੀ। ਸਮਾਜ ਦੁਆਰਾ ਕੀਤੀ ਜਾ ਰਹੀ ਆਪਣੀ ਪਰਜੇਰ ਨਿੰਦਾ ਨੂੰ ਨਹੀਂ ਗੱਲਦੀ ਸਮਾਜਿਕ ਬੰਧਨਾਂ ਤੋਂ ਮੁਕਤ ਹੁੰਦੀ ਹੋਈ ਰੂਹਾਂ ਦੇ ਪਿਆਰ ਦੀ ਪਾਕੀਜ਼ਗੀ ਦੀ ਗੱਲ ਕਰਦੀ ਨਜ਼ਰ ਆਉਂਦੀ ਹੈ।

ਵੀਨਾ ਵਰਮਾ ਸਿਮਲਾ ਵਰਗੀਆਂ ਬੇਕਸੂਰ ਔਰਤਾਂ ਦਾ ਅਕਸ ਵੀ ਉਘਾੜਦੀ ਹੈ, ਇਸ ਕਹਾਣੀ (ਹੋਰ ਉੱਪਰ) ਵਿੱਚ ਸ਼ਿਮਲਾ ਵਿੱਚ ਕੋਈ ਨੁਕਸ ਨਹੀਂ ਹੁੰਦਾ, ਡਾਕਟਰੀ ਰਿਪੋਰਟਾਂ ਵੀ ਸਬੂਤ ਹਨ, ਜਦਕਿ ਨੁਕਸ ਉਸਦੇ ਪਤੀ ਵਿੱਚ ਹੋਣ ਦੇ ਬਾਵਜੂਦ ਵੀ ਦੋਸ਼ ਸ਼ਿਮਲਾ ਸਿਰ ਮੜਿਆ ਜਾਂਦਾ ਹੈ। ਸਿਮਲਾ ਮਾਰੀ ਦਾ ਅੱਕ ਚੱਬ ਜਾਂਦੀ ਹੈ, ਤਾਂ ਇੱਕ ਬੱਚੇ ਨੂੰ ਜਨਮ ਦਿੰਦੀ ਹੈ, ਪਰ ਫਿਰ ਉਹੀ ਸਮਾਜ ਦੇ ਲੋਕ ਸਵੀਕਾਰ ਲੈਂਦੇ ਹਨ। ਜੇ ਦੇਖਿਆ ਜਾਵੇ ਤਾਂ ਪਤੀ ਨੂੰ ਆਪਣਾ ਨੁਕਸ ਵੀ ਪਤਾ ਹੈ, ਪਰ ਲੋਕਾਂ ਸਾਹਵੇਂ ਹੀਣਾ ਹੋਣ ਦੀ ਬਜਾਇ ਕਬੂਲ ਵੀ ਕਰ ਲੈਂਦਾ ਹੈ ਪਰ ਇਸ ਦਾ ਦੂਜਾ ਪੱਖ ਵੀ ਨਜ਼ਰ ਆਉਂਦਾ ਹੈ ਕਿ ਇੱਕ ਸਾਧ ਸਵਾਹ ਦੀ ਚੁਟਕੀ ਨਾਲ ਬੱਚਿਆਂ ਦੀਆਂ ਦਾਤਾਂ ਦੇ ਰਿਹਾ ਹੈ, ਬਲਕਿ ਉਸ ਦੇ ਡੇਰੇ ਦੀ ਅਸਲੀ ਰਹੱਸ ਪ੍ਰਤੀ ਕਹਾਣੀ ਸਿਰਫ ਸਿਮਲਾ ਹੀ ਜਾਣਦੀ ਹੈ, ਪਰ ਫਿਰ ਵੀ ਉਹ ਚੁੱਪ ਹੈ ਸਿਮਲਾ ਦੀ ਸੰਪੂਰਨਤਾ ਪੁੱਤਰ ਪੈਦਾ ਕਰਨ ਨਾਲ ਬੱਝੀ ਹੋਈ ਸੀ ਨਹੀਂ ਤਾਂ ਪਹਿਲਾਂ ਉਸਨੂੰ ਪਰਿਵਾਰਕ ਹਿੰਸਾ ਅਤੇ ਉਤਪੀੜਨ ਦਾ ਵੀ ਸਿਕਾਰ ਹੋਣਾ ਪਿਆ।

ਵੀਨਾ ਦੀਆਂ ਕਹਾਣੀਆਂ ਜਿੱਥੇ ਮਰਦ- ਪ੍ਰਧਾਨ ਸਮਾਜ ਦੀ ਪਾਜ਼ ਖੋਲ੍ਹਦੀ ਹੈ ਉੱਥੇ ਹੀ ਕਾਨੂੰਨੀ ਦਾਅ- ਪੇਚ ਖੇਡ ਕੇ ਅਵਾਮ ਨੂੰ ਨਿਸ਼ਾਨਾ ਸਾਧਣ ਵਾਲੀ ਪੁਲਿਸ ਦਾ ਵੀ ਚਿੱਠਾ ਖੋਲ੍ਹਦੀ ਹੈ। ਕਿਸੇ ਤਰ੍ਹਾਂ ਜੀਵਨ ਦੀ ਅਸਲ ਰਸਤੇ ਤੋਂ ਭਟਕਾ ਕੇ ਨੌਜਵਾਨ ਵਰਗ ਨੂੰ ਹਥਿਆਰ ਚੁੱਕਣ ਲਈ ਮਜਬੂਰ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਅਜਿਹੇ ਅੱਤਵਾਦ ਦਾ ਸੰਤਾਪ ਹੰਢਾ ਰਹੇ ' ਪਾਲੀ ' (ਅੱਤਵਾਦੀ ਦੀ ਮਾਸੂਕ) ਦੇ ਪਰਿਵਾਰ ਦਾ ਜਿਕਰ ਹੈ। ਪਾਲੀ ਦਾ ਝੂਠੇ ਪੁਲਿਸ ਮੁਕਾਬਲੇ ਦੇ ਕੇਸ ਵਿੱਚ ਜੇਲ੍ਹ ਚਲੇ ਜਾਣਾ, ਉਸਦੀਆਂ ਅਣਵਿਆਹੀਆਂ ਭੈਣਾਂ ਦੀ ਥਾਣੇ - ਦਰਬਾਰੇ ਬੇਪਤੀ /ਬੇਇਜ਼ਤੀ, ਮਾ-ਬਾਪ ਦਾ ਸਦਮੇ ਕਾਰਨ ਮਰ ਜਾਣਾ ਅਤੇ ਪਾਲੀ ਦੀ ਪ੍ਰੇਮਿਕਾ ਮੀਰਾ ਦਾ ਵਿਆਹ ਕਿਸੇ ਪੁਲਿਸ ਮੁਲਾਜ਼ਮ ਨਾਲ ਹੋਣਾ, ਉਸਦੇ ਪਤੀ ਦੁਆਰਾ ਨਿੱਤ ਦਿਨ ਬੇਦੋਸ਼ੇ ਨੌਜਵਾਨ ਮਾਰਨਾ ਅਤੇ ਰੈਂਕ ਪ੍ਰਾਪਤੀ ਦੀ ਹੋੜ ਵਰਗੇ ਵਿਸ਼ੇ ਛੋਹੇ ਨਜ਼ਰ ਪੈਂਦੇ ਹਨ। ਮੀਨਾ ਆਪਣੇ ਪਤੀ ਨਾਲ ਬਾਹਰ-ਅੰਦਰ ਜਾਂਦੇ ਹੋਏ ਆਪਣੇ ਆਪ ਤੋਂ ਸ਼ਰਮ ਮਹਿਸੂਸ ਕਰਦੀ ਹੈ, ਕਿ ਛੇ-ਛੇ ਸਰੁੱਖਿਆਂ ਕਰਮਚਾਰੀਆਂ ਨਾਲ ਰਹਿੰਦਾ ਉਸਦਾ ਪਤੀ ਖਾੜਕੂਆਂ ਤੋਂ ਡਰਦਾ ਹੈ, ਪਰ ਪਾਲੀ ਨੂੰ ਸਾਹਸੀ ਸੇਰ ਸਮਝਦੀ ਹੈ, ਜਿਹੜਾ ਸ਼ੇਰ ਇਕੱਲਾ ਹੀ ਗੱਜ ਸਕਦਾ ਹੈ। ਇਸੇ ਕਰਕੇ ਪੁਲਿਸ ਅਫਸਰ ਦੀ ਪਤਨੀ ਕਹਾਉਣ ਦੀ ਬਜਾਇ ਅੱਤਵਾਦੀ ਦੀ ਮਾਸੂਕ ਕਹਾਉਣਾ ਵਧੇਰੇ ਚੰਗਾ ਹੁੰਦਾ, ਜੇ ਉਸਦਾ ਵਿਆਹ ਪਾਲੀ ਨਾਲ ਹੋ ਸਕਦਾ।

ਸੋ ਉਪਰੋਕਤ ਵਿਚਾਰ ਚਰਚਾ ਤੋਂ ਬਾਅਦ ਅਸੀਂ ਇਹ ਕਹਿ ਸਕਦੇ ਹਾਂ ਕਿ ਵੀਨਾ ਦੀਆਂ ਕਹਾਣੀਆਂ ਦੀਆਂ ਔਰਤਾਂ ਆਪਣੀ ਹੋਂਦ ਪ੍ਰਤੀ ਚੇਤਨ ਤਾਂ ਹੈ, ਪਰੰਪਰਾ ਵਿਰੁੱਧ ਵਿਦਰੋਹ ਵੀ ਕਰਨਾ ਚਾਹੁੰਦੀ ਹੈ। ਉਸਦੇ ਨਾਰੀ ਪਾਤਰਾਂ ਦੇ ਵਿਹਾਰ ਦੇ ਪਿੱਛੇ ਇੱਕ ਸੰਵੇਦਨਸ਼ੀਲ ਔਰਤ ਵੀ ਕਾਰਜਸ਼ੀਲ ਹੈ ਅਤੇ ਆਪਣੀ ਖੰਡਿਤ ਹਸਤੀ ਬਾਰੇ ਵੀ ਜਾਗਰੂਕ ਹੈ। ਉਸਦੀਆਂ ਕਹਾਣੀਆਂ ਦੀ ਔਰਤ ਅਜਿਹੀ ਸੋਚ ਦੇ ਬਾਵਜੂਦ ਵੀ ਪਿਤਾ ਪੁਰਖੀ ਸੋਚ ਉਸਨੂੰ ਦਮਨ ਕਰਕੇ ਮਰਦ ਤੋਂ ਨਿਗੂਣਾ ਸਾਬਿਤ ਕਰਦੀ ਹੈ, ਉਹ ਪੁਰਸ਼ ਪ੍ਰਧਾਨ ਸਮਾਜਿਕ ਮੁੱਲਾਂ ਨੂੰ ਤੋੜਨ ਦਾ ਯਤਨ ਨਹੀਂ ਕਰਦੀ ਸਗੋਂ ਰਿਸਤੇ ਨਿਭਾਉਂਦੀ ਹੈ। ਪਰ ਵੀਨਾ ਦੇ ਇਸਤਰੀ ਪਾਤਰ ਸਮਾਜਿਕ ਮਾਨਸਿਕ ਤੌਰ ਤੇ ਚੇਤਨ ਹੁੰਦੇ ਹੋਏ ਸਮਾਜਿਕ ਵਿਡੰਬਨਾ ਦਾ ਸਿਕਾਰ ਨਜ਼ਰ ਆ ਰਹੇ ਹਨ।

ਸਮਾਜਿਕ ਪ੍ਰਤੀਮਾਨਾਂ ਨੂੰ ਤਿਲਾਂਜਲੀ ਦਿੰਦੇ ਹੋਏ, ਆਪਣੀ ਵੱਖਰੀ ਹੋਂਦ ਬਨਾਉਣ ਲਈ ਹੱਥ-ਪੈਰ ਮਾਰਦੇ ਨਜ਼ਰ ਆਉਂਦੇ ਹਨ।

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### **ਹਵਾਲੇ ਅਤੇ ਟਿੱਪਣੀਆਂ**

ਡਾ: ਧਨਵੰਤ ਕੌਰ :ਪੰਜਾਬੀ ਕਹਾਣੀ ਸ਼ਾਸਤਰ

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ਪੰਜਾਬੀ ਵਿਭਾਗ, ਸਰਕਾਰੀ ਬ੍ਰਜਿੰਦਰਾ ਕਾਲਜ, ਫਰੀਦਕੋਟ।

ਮੋਬਾ: 99152-50250

ਅਜੋਕਾ ਯੁੱਗ ਵਿਗਿਆਨ ਦਾ ਯੁੱਗ ਹੈ। ਸੂਚਨਾ ਅਤੇ ਸੰਚਾਰ ਸਾਧਨਾਂ ਦੀ ਬਹੁਤਾਤ ਨੇ ਸਰੋਤਾਂ ਦੀਆਂ ਦੂਰੀਆਂ ਮਿਟਾ ਦਿੱਤੀਆਂ ਹਨ। ਸਮਕਾਲੀ ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਵਿੱਚ ਮੰਡੀਕਰਣ ਅਤੇ ਪੂੰਜੀਵਾਦ ਦੇ ਫੈਲਾਓ ਨੇ ਸਭਿਆਚਾਰਕ ਮੁੱਲਾਂ ਨੂੰ ਬਦਲ ਕੇ ਰੱਖ ਦਿੱਤਾ ਹੈ। ਟੈਕਨਾਲੋਜੀ ਦੇ ਨਵੇਂ ਮਾਧਿਅਮਾਂ ਨੇ ਸਭਿਆਚਾਰਕ ਰਸਮਾਂ ਰਿਵਾਜਾਂ ਨੂੰ ਮੂਲੋਂ ਹੀ ਬਦਲ ਦਿੱਤਾ ਹੈ। ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਵਿੱਚ ਸੂਚਨਾ ਅਤੇ ਨਵੇਂ ਸੰਚਾਰ ਮਾਧਿਅਮਾਂ ਨੇ ਪੰਜਾਬੀ ਰਸਮਾਂ-ਰਿਵਾਜਾਂ ਨੂੰ ਨਵੇਂ ਸੰਦਰਭਾਂ ਵਿੱਚ ਪੇਸ਼ ਕਰਨਾ ਆਰੰਭ ਕੀਤਾ ਹੈ।

ਰਸਮਾਂ-ਰਿਵਾਜ ਲੋਕਾਚਾਰ ਦਾ ਰੂਪ ਹੁੰਦੀਆਂ ਹਨ। “ਨਿਸ਼ਚਤ ਅਵਸਰ ਜਾਂ ਕਿਸੇ ਕਾਰਜ ਨੂੰ ਲੋਕਾਂ ਵੱਲੋਂ ਨਿਰਧਾਰਤ ਵਿਧੀ ਅਨੁਸਾਰ ਨਿਭਾਉਣਾ, ਰਸਮ ਅਦਾ ਕਰਨਾ ਅਖਵਾਉਂਦਾ ਹੈ। ਇਉਂ ਰਸਮ ਨਿਭਾਈ ਜਾਂਦੀ ਹੈ ਤੇ ਵਾਰ ਵਾਰ ਨਿਭਾਈ ਜਾਣ ਵਾਲੀ ਰਸਮ ਰੂੜ੍ਹ ਹੋ ਜਾਂਦੀ ਹੈ। ਰਸਮ ਦਾ ਰੂੜ੍ਹ ਹੋ ਜਾਣਾ ਹੀ ਰਿਵਾਜ ਅਖਵਾਉਂਦਾ ਹੈ।” <sup>(1)</sup> ਇਹ ਰਸਮਾਂ-ਰਿਵਾਜ ਮਨੁੱਖੀ ਜੀਵਨ ਨੂੰ ਸੁਹਜ ਭਰਪੂਰ ਬਣਾਉਂਦੇ ਹਨ। ਇਹ ਰਸਮਾਂ-ਰਿਵਾਜ ਪੀੜ੍ਹੀ ਦਰ ਪੀੜ੍ਹੀ ਚਲਦੇ ਆ ਰਹੇ ਹਨ। “ਹਰ ਭਾਈਚਾਰੇ ਦੇ ਆਪਣੇ ਵੱਖਰੇ ਰੀਤ-ਰਿਵਾਜ ਤੇ ਮਨੋਤਾਂ ਹਨ ਜੋ ਉਹਨਾਂ ਦੇ ਜੀਵਨ-ਪ੍ਰਵਾਹ ਵਿੱਚੋਂ ਮੱਥ ਕੇ ਨਿਤਰ ਆਂਦੀਆਂ ਹਨ। ਰੀਤ ਰਿਵਾਜ ਜਾਤੀ ਦੇ ਵਿਸ਼ਵਾਸਾਂ, ਸੰਕਲਪਾਂ ਤੇ ਨਿਸ਼ਚਿਆਂ ਵਿੱਚੋਂ ਸਹਿਜ ਭਾਵ ਨਿੱਮਦੇ ਹਨ। ਇਹਨਾਂ ਵਿੱਚ ਭਾਈਚਾਰੇ ਦੀ ਆਸਥਾ ਸਾਹ ਲੈਂਦੀ ਹੈ। ..... ਲੋਕਾਚਾਰ ਤੇ ਰੀਤ ਰਿਵਾਜਾਂ ਦੀ ਪਾਲਣਾ ਕਰਦਿਆਂ, ਹਰ ਪ੍ਰਾਣੀ ਨੂੰ ਇਕ ਮਾਨਸਿਕ ਤੱਸਲੀ ਮਿਲਦੀ ਹੈ। ਉਸ ਦੀਆਂ ਭਾਵਨਾਵਾਂ ਨੂੰ ਪੂਰਤੀ ਦਾ ਅਹਿਸਾਸ ਹੁੰਦਾ ਹੈ।” <sup>(2)</sup> ਪੰਜਾਬੀ ਰਸਮ - ਰਿਵਾਜ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਲੋਕਾਂ ਦੀ ਜੀਵਨ ਜਾਂਚ ਨੂੰ ਪ੍ਰਤਿਬਿੰਬਤ ਕਰਦੀਆਂ ਹਨ। “ਰਸਮਾਂ ਤੇ ਰੀਤਾਂ ਦੀ ਪੂਰਤੀ ਦਾ ਇਹ ‘ਕਾਰਜ-ਕਰਮ’ ਜਦੋਂ ਜੀਵ ਜੰਮਿਆਂ ਵੀ ਨਹੀਂ ਹੁੰਦਾ ਉਦੋਂ ਤੋਂ ਸ਼ੁਰੂ ਹੋ ਕੇ ਜਿੰਨਾਂ ਚਿਰ ਜੀਵ ਦੇ ਸਿਵੇ ਉੱਤੇ ਸੁਆਹ ਦੀ ਆਖਰੀ ਚੁੱਟਕੀ ਤੱਕ ਰਹਿੰਦੀ ਹੈ-ਨਹੀਂ ! ਨਹੀਂ !! ਸਿਵੇ ਵਾਲੀ ਥਾਂ ਦਾ ਬੱਲਾ ਤੱਕ ਘਰੇੜਿਆ ਨਹੀਂ ਜਾਂਦਾ ਉਸ ਤੋਂ ਪਿੱਛੋਂ ਤੱਕ ਵੀ ਇਹ ਸੇਵਾ ਚਲਦੀ ਹੈ ..... ਵਿਅਕਤੀ ਨੇ ਜਿੰਨੀ ਅਸਲ ਉਮਰ ਜੀਵੀ ਹੁੰਦੀ ਹੈ, ਉਸ ਨੂੰ ਰਸਮਾਂ ਤੇ ਰੀਤਾਂ ਰਾਹੀਂ ਦੂਹਰੀ ਕੈਦ ਵਾਂਗ ਘੱਟੋ-ਘੱਟ ਡਿਊਢਾ ਜੀਵਨ ਜ਼ਰੂਰ ਬਿਤਾਉਣਾ ਪੈਂਦਾ ਹੈ।” <sup>(3)</sup> ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਤੋਂ ਪਹਿਲਾਂ ਇਹਨਾਂ ਰਸਮਾਂ-ਰਿਵਾਜਾਂ ਨੂੰ ਬੜੀ ਸੂਝ-ਬੂਝ ਨਾਲ ਨਿਭਾਇਆ ਜਾਂਦਾ ਸੀ। ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿੱਚ ਜਨਮ, ਵਿਆਹ ਅਤੇ ਮੌਤ ਨਾਲ ਸਬੰਧਿਤ ਅਨੇਕਾਂ ਰਸਮਾਂ ਦ੍ਰਿਸ਼ਟੀਗੋਚਰ ਹੁੰਦੀਆਂ ਹਨ।

ਪੰਜਾਬੀ ਸਮਾਜ ਵਿੱਚ ਰਸਮਾਂ-ਰਿਵਾਜਾਂ ਦਾ ਸਿਲਸਿਲਾ ਗਰਭ ਸੰਸਕਾਰ ਤੋਂ ਹੀ ਸ਼ੁਰੂ ਹੋ ਜਾਂਦਾ ਹੈ। ਗਰਭ ਦੇ ਤੀਜੇ, ਪੰਜਵੇਂ ਜਾਂ ਸੱਤਵੇਂ ਮਹੀਨੇ ਅੱਖ ਸਲਾਈ ਜਾਂ ਮਿੱਠਾ ਬੋਹੀਆ ਦੀ ਰਸਮ ਅਦਾ ਕੀਤੀ ਹੈ। ਗਰਭਵਤੀ ਔਰਤ ਦੇ ਪੱਲੇ ਚੌਲ, ਗੁੜ ਜਾਂ ਅਨਾਜ ਬੰਨਿਆ ਜਾਂਦਾ ਹੈ ਤਾਂ ਜੋ ਗਰਭਵਤੀ ਔਰਤ ਅਤੇ ਬੱਚੇ ਦੀ ਬਦਰੂਹਾਂ ਤੋਂ ਰੱਖਿਆ ਹੋ ਸਕੇ। ਬੱਚੇ ਦੇ ਜਨਮ ਲੈਣ ਸਮੇਂ ਗੁੜ੍ਹਤੀ ਦੀ ਰਸਮ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਕਿਸੇ ਖਾਸ ਮਿੱਟੀ ਦੇ ਭਾਂਡੇ ਵਿੱਚ ਬੱਕਰੀ ਦਾ ਦੁੱਧ ਜਾਂ ਸ਼ਹਿਦ ਜਾਂ ਹੋਰ ਮਿੱਠਾ ਰੂ ਦੀ ਵੱਡੀ ਨਾਲ ਲਬੇੜ ਕੇ ਬੱਚੇ ਨੂੰ ਚਟਾਇਆ ਜਾਂਦਾ ਹੈ ਅਤੇ ਵਿਸ਼ਵਾਸ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਜੋ ਵਿਅਕਤੀ ਬੱਚੇ ਨੂੰ ਗੁੜ੍ਹਤੀ ਦਿੰਦਾ ਬੱਚੇ ਦਾ ਸੁਭਾਅ ਉਸੇ ਉਪਰ ਹੀ ਜਾਂਦਾ ਹੈ। ਇਸੇ ਲਈ ਮੰਨੇ ਪ੍ਰਮਾਣੇ ਸਿਆਣੇ

ਮਰਦ ਜਾਂ ਔਰਤ ਦੀ ਗੁੜ੍ਹਤੀ ਬੱਚੇ ਨੂੰ ਦਿਵਾਈ ਜਾਂਦੀ ਹੈ। ਗੁੜ੍ਹਤੀ ਤੋਂ ਬਾਅਦ ਦੁਪੀਆਂ ਧੋਣ ਦੀ ਰਸਮ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਬੱਚੇ ਦੀ ਭੂਆਂ ਜਾਂ ਮਾਸੀ ਨੂੰ ਵਿੱਚ ਹਲਦੀ ਤੇ ਚੌਲ ਘੋਲ ਕੇ ਹਰੇ ਘਾਹ ਦੀ ਗੁੱਥੀ ਨਾਲ ਬੱਚੇ ਦੀ ਮਾਂ ਦੀਆਂ ਛਾਤੀਆਂ ਧੋਂਦੀ ਹੈ। ਇਸ ਸਮੇਂ ਭੂਆਂ ਜਾਂ ਮਾਸੀ ਨੂੰ ਸ਼ਗਨ ਵੀ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ। ਬੱਚੇ ਦੇ ਜਨਮ ਤੋਂ ਪੰਜਾਂ, ਸੱਤਾਂ, ਨੌਵਾਂ ਜਾਂ ਗਿਆਰਾਂ ਦਿਨਾਂ ਬਾਅਦ ‘ਬਾਹਰ ਵਧਾਉਣ’ ਦੀ ਇੱਕ ਮਹੱਤਵਪੂਰਨ ਰਸਮ ਅਦਾ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਬਾਹਰ ਵਧਾਉਣ ਸਮੇਂ ਔਰਤ ਨੂੰ ਨੁਹਾਇਆ ਜਾਂਦਾ ਹੈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਮੁੰਡੇ ਦੇ ਜਨਮ ਸਮੇਂ ਦਰਵਾਜ਼ੇ ਕੋਲ ਲੱਕੜ ਦਾ ਹਲ ਰੱਖਿਆ ਜਾਂਦਾ ਹੈ ਤੇ ਸ਼ਰੀਰ ਬੰਨਿਆ ਜਾਂਦਾ ਹੈ। ਮੁੰਡੇ ਦੇ ਜਨਮ ਤੋਂ ਬਾਅਦ ਆਉਣ ਵਾਲੀ ਪਹਿਲੀ ਲੋਹੜੀ ਮਨਾਈ ਜਾਂਦੀ ਹੈ। ਆਮ ਤੌਰ ਤੇ ਪਹਿਲਾ ਜਣੇਪਾ ਔਰਤ ਦੇ ਪੇਕੇ ਪਰਿਵਾਰ ਵਿੱਚ ਹੀ ਹੁੰਦਾ ਹੈ। ਜਣੇਪੇ ਤੋਂ ਸਵਾ ਮਹੀਨੇ ਜਾਂ ਦੋ ਮਹੀਨੇ ਤੋਂ ਬਾਅਦ ਔਰਤ ਤੇ ਬੱਚੇ ਨੂੰ ਉਸਦੇ ਸਹੁਰੇ ਲੈਣ ਆਉਂਦੇ ਹਨ। ਇਸ ਸਮੇਂ ਬੱਚੇ ਦੇ ਨਾਨਕਿਆਂ ਵੱਲੋਂ ਆਪਣੀ ਪਹੁੰਚ ਅਨੁਸਾਰ ਛੂਛਕ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ। ਜਿਸ ਵਿੱਚ ਬੱਚੇ ਉਸਦੀ ਮਾਂ ਤੇ ਬੱਚੇ ਦੇ ਦਾਦਕੇ ਪਰਿਵਾਰ ਲਈ ਲੀੜ੍ਹੇ ਕੱਪੜੇ ਜਾਂ ਗਹਿਣੇ ਆਦਿ ਦਿੱਤੇ ਜਾਂਦੇ ਹਨ। ਬੱਚੇ ਦੇ ਜਨਮ ਨਾਲ ਸਬੰਧਿਤ ਇਹ ਰਸਮਾਂ ਹਰ ਗੋਤ, ਕਬੀਲੇ, ਇਲਾਕੇ ਜਾਂ ਸੱਭਿਆਚਾਰ ਦੀਆਂ ਵੱਖੋ-ਵੱਖ ਹੋ ਸਕਦੀਆਂ ਹਨ।

ਅਜੋਕੇ ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਵਿੱਚ ਬੱਚੇ ਦੇ ਜਨਮ ਨਾਲ ਸਬੰਧਿਤ ਬਹੁਤੀਆਂ ਰਸਮਾਂ ਆਲੋਪ ਹੋ ਗਈਆਂ ਹਨ ਅਤੇ ਕਈ ਰਸਮਾਂ ਨਿਭਾਉਣ ਦਾ ਸੰਦਰਭ ਬਦਲ ਗਿਆ ਹੈ। ਪੂਜੀਕਰਣ ਦੇ ਦੌਰ ਵਿੱਚ ਨਵੀਂ ਵਿਦਿਆ ਪ੍ਰਣਾਲੀ, ਵਿਗਿਆਨਕ ਸੋਚ, ਨੌਕਰੀ ਪੇਸ਼ਾ, ਇਕਹਿਰੇ ਪਰਿਵਾਰ, ਨਵੀਆਂ ਤਕਨੀਕਾਂ ਅਤੇ ਡਾਕਟਰੀ ਸਹੂਲਤਾਂ ਆਦਿ ਮੌਜੂਦ ਹੋਣ ਕਰਕੇ ਅਜੋਕੇ ਸਮਾਜ ਵਿੱਚ ਇਹ ਰਸਮਾਂ-ਰਿਵਾਜਾਂ ਦੀ ਮਹੱਤਤਾ ਪਹਿਲਾਂ ਜਿੰਨੀ ਜਟਿਲ ਨਹੀਂ ਰਹੀ। “ਹਸਪਤਾਲਾਂ, ਪ੍ਰਸੂਤੀ ਕੇਂਦਰਾਂ ਤੇ ਨਰਸਿੰਗ ਹੋਮ ਵਰਗੀਆਂ ਸੰਸਥਾਵਾਂ ਵਿੱਚ ਗਰਭਵਤੀ ਇਸਤਰੀਆਂ ਦੀ ਸੰਭਾਲ ਮੁੱਢਲੀ ਅਵਸਥਾ ਤੋਂ ਹੋਣ ਲੱਗ ਪਈ ਹੈ। ਨਵੀਂ ਵਿਦਿਆ ਦੇ ਪ੍ਰਕਾਸ਼ ਤੇ ਅਗਾਂਹਵਧੂ ਡਾਕਟਰੀ ਇਲਾਜ ਨੇ ਜੰਮਣ ਵਾਲੀ ਮਾਂ ਤੇ ਬੱਚੇ ਲਈ ਕੁਦਰਤੀ ਸ਼ਕਤੀਆਂ ਦਾ ਸਹਾਰਾ ਨਿਰਾਰਥਕ ਸਿੱਧ ਕਰਨਾ ਸ਼ੁਰੂ ਕਰ ਦਿੱਤਾ ਹੈ। ਡਾਕਟਰੀ ਦੇਖ ਰੇਖ ਵਿੱਚ ਜਾਂ ਨਰਸਾਂ ਦੀ ਨਿਗਰਾਨੀ ਹੇਠ ਜਨਮਦੇ ਬੱਚਿਆਂ ਲਈ ਸ਼ਗਨ-ਅਪਸ਼ਗਨ ਤੇ ਰੀਤਾਂ-ਰਿਵਾਜਾਂ ਦੀ ਮਹੱਤਤਾ ਘੱਟਣ ਲੱਗੀ ਹੈ।”<sup>(4)</sup> ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰਸਮਾਂ ਵਿੱਚ ਅੱਖ ਸਲਾਈ ਦੀ ਰਸਮ, ਦੁਪੀਆਂ ਦੀ ਧੋਣ ਦੀ ਰਸਮ, ਬਾਹਰ ਵਧਾਉਣ ਦੀ ਰਸਮ ਆਦਿ ਤਾਂ ਲਗਭਗ ਖਤਮ ਹੀ ਹੋ ਗਈਆਂ ਹਨ। ਗੁੜ੍ਹਤੀ ਦੀ ਰਸਮ ਜੋ ਹੁਣ ਵੀ ਨਿਭਾਈ ਜਾਂਦੀ ਹੈ ਪਰ ਪਹਿਲਾਂ ਵਾਂਗ ਨਹੀਂ। ਹੁਣ ਜੋ ਵੀ ਬੱਚੇ ਦੇ ਜਨਮ ਸਮੇਂ ਕੋਲ ਹੁੰਦਾ ਹੈ ਉਸ ਦੁਆਰਾ ਹੀ ਇਹ ਰਸਮ ਅਦਾ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਇਹ ਵੀ ਜ਼ਰੂਰੀ ਨਹੀਂ ਕਿ ਗੁੜ੍ਹਤੀ ਦੇਣ ਲਈ ਬੱਕਰੀ ਦਾ ਦੁੱਧ ਹੀ ਵਰਤਿਆ ਜਾਵੇ। ਇਸੇ ਤਰ੍ਹਾਂ ਹੁਣ ਔਰਤਾਂ ਲਈ ਜਣੇਪੇ ਸਮੇਂ ਪੇਕੇ ਪਰਿਵਾਰ ਵਿੱਚ ਜਾਣਾ ਵੀ ਜ਼ਰੂਰੀ ਨਹੀਂ ਰਿਹਾ ਹੁਣ ਜਿੱਥੇ ਵੀ ਔਰਤ ਦੀ ਗਰਭ ਅਵਸਥਾ ਦੌਰਾਨ ਡਾਕਟਰੀ ਦੇਖ ਰੇਖ ਚਲਦੀ ਹੈ ਉਥੇ ਹੀ ਔਰਤ ਬੱਚੇ ਨੂੰ ਜਨਮ ਦਿੰਦੀ ਹੈ। ਹੁਣ ਆਮ ਤੌਰ ਤੇ ਬੱਚਿਆਂ ਦੇ ਜਨਮ ਹਸਪਤਾਲਾਂ ਵਿੱਚ ਹੀ ਹੁੰਦੇ ਹਨ ਤੇ ਵਿਗਿਆਨਿਕ ਤਕਨੀਕਾਂ ਕਾਰਣ ਇਹ ਰਸਮਾਂ ਸਿਰਫ ਦਿਖਾਵੇ ਦੀਆਂ ਰਸਮਾਂ ਬਣ ਕੇ ਰਹਿ ਗਈਆਂ ਹਨ।

ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿੱਚ ਵਿਆਹ ਨਾਲ ਸਬੰਧਿਤ ਅਨੇਕਾਂ ਰਸਮਾਂ-ਰਿਵਾਜ ਪ੍ਰਚਲਿਤ ਹਨ। ਵਿਆਹ ਕਢਵਾਉਣਾ, ਸਾਹੇ ਚਿੱਠੀ ਭੇਜਣਾ, ਵਿਆਹ ਸਮੇਂ ਵਿਆਹ ਤੋਂ ਕਈ ਦਿਨ ਪਹਿਲਾਂ ਮੁੰਡੇ ਵਾਲੇ ਘਰ ਘੋੜੀਆਂ ਤੇ ਕੁੜੀ ਵਾਲੇ ਘਰ ਸੁਹਾਗ ਗਾਉਣੇ, ਮਾਈਏਂ ਪੈਣਾ, ਨਾਈ ਧੋਈ, ਘੋੜੀ ਚੜ੍ਹਨਾ, ਸੁਰਮਾਂ ਪਵਾਈ, ਜੰਡੀ ਕੱਢਣਾ, ਮਿਲਣੀ, ਖੱਟੀ ਰੋਟੀ, ਜੰਝ ਬੰਨਣੀ, ਸਿਠਣੀਆਂ ਸੁਣਾਉਣਾ, ਪਾਣੀ ਵਾਰਨਾ, ਨਾਨਕੀ ਛੱਕ ਪੂਰਨੀ, ਗੋਤ ਕਨਾਲਾ, ਕੰਗਣਾ ਖੇਡਣਾ ਅਤੇ ਛਟੀਆਂ ਖੇਡਣਾ ਆਦਿ ਰਸਮਾਂ ਆਦਿ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਪਰ ਅਜੋਕੇ ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਵਿੱਚ ਇਹਨਾਂ ਵਿਆਹ ਦੀਆਂ ਰਸਮਾਂ ਵਿੱਚ ਅਨੇਕਾਂ ਤਬਦੀਲੀਆਂ ਦਿਖਾਈ ਦਿੰਦੀਆਂ ਹਨ। ਇਕਹਿਰੇ ਪਰਿਵਾਰ, ਮੰਡੀਕਰਣ, ਨਵੇਂ-ਨਵੇਂ ਸੰਚਾਰ ਦੇ ਸਾਧਨਾਂ ਦੇ ਵਿਕਾਸ, ਨਵੀਂ ਵਿਦਿਆ ਪ੍ਰਣਾਲੀ, ਨੌਕਰੀ ਪੇਸ਼ਾ, ਪ੍ਰਵਾਸ ਦੀ ਖਿੱਚ, ਮੀਡੀਏ ਦੇ ਪ੍ਰਭਾਵ ਕਾਰਨ ਸਿੱਧੇ ਜਾਂ ਅਸਿੱਧੇ ਤੌਰ ਤੇ ਵਿਆਹ ਸੰਸਕਾਰਾਂ ਵਿੱਚ ਪਰਿਵਰਤਨ ਹੋਇਆ ਹੈ। ਉਪਰੋਕਤ ਰਸਮਾਂ ਵਿੱਚੋਂ ਮਾਈਏਂ ਪੈਣਾ, ਸੁਰਮਾਂ ਪਵਾਈ, ਨਾਈ ਧੋਈ, ਪਾਣੀ ਵਾਰਨਾ ਆਦਿ ਰਸਮਾਂ ਅੱਜ ਵੀ ਮਨਾਈਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਇਹ ਰਸਮਾਂ ਮਨ ਦੀ ਮੌਜ ਲਈ ਨਹੀਂ ਸਗੋਂ ਰਸਮੀ ਦਿਖਾਵੇ ਲਈ ਹੀ ਨਿਭਾਈਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਅਜੋਕੇ ਪੈਲਿਸ ਸਿਸਟਮ, ਡੀ.ਜੇ. ਸਿਸਟਮ, ਪ੍ਰੇਮ ਵਿਆਹ, ਕੋਰਟ ਮੈਰਿਜ, ਪੈਸੇ ਕਮਾਉਣ ਦੀ ਦੌੜ, ਸਮੇਂ ਦੀ ਘਾਟ ਅਤੇ ਇਸ਼ਤਿਹਾਰ-ਬਾਜ਼ੀ ਕਾਰਣ



ਵਿਆਹ ਦੀਆਂ ਰਸਮਾਂ ਵਿੱਚ ਪਹਿਲਾਂ ਵਾਲੀ ਭਾਵਨਾ ਖਤਮ ਹੋ ਰਹੀ ਹੈ ਅਤੇ ਸਿਰਫ ਬਨਾਵਟੀ ਦਿਖਾਵਾਪਣ ਵਧੇਰੇ ਪਸਰ ਰਿਹਾ ਹੈ।

ਮੌਤ ਮਨੁੱਖੀ ਜੀਵਨ ਦਾ ਅਤਿਅੰਤ ਦੁਖਦਾਈ ਪੜ੍ਹਾਅ ਹੈ। ਮੌਤ ਨਾਲ ਸੰਬੰਧਿਤ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿੱਚ ਅਨੇਕਾ ਰਸਮਾਂ-ਰਿਵਾਜ ਪ੍ਰਚਲਿਤ ਹਨ। ਆਖਰੀ ਇਸ਼ਨਾਨ ਕਰਾਉਣਾ, ਘੜਾ ਭੰਨਣਾ, ਚਿਖਾ ਨੂੰ ਅੱਗ ਲਗਾਉਣਾ, ਕਪਾਲ ਕਿਰਿਆ, ਫੁੱਲ ਚੁਗਣੇ ਆਦਿ ਅਨੇਕਾਂ ਰਸਮਾਂ ਪ੍ਰਾਣੀ ਦੇ ਮੌਤ ਸਮੇਂ ਨਿਭਾਈਆਂ ਜਾਂਦੀਆਂ ਹਨ। ਪਰ ਅਜੋਕੇ ਸਰਮਾਏਦਾਰੀ ਦੌਰ ਵਿੱਚ ਇਹ ਰਸਮਾਂ ਪਹਿਲਾਂ ਜਿਹੀਆਂ ਮਾਰੂ ਨਹੀਂ ਰਹੀਆਂ। “ਚੁੱਲੇ ਅੱਗ ਨਾ ਬਾਲਣੀ ਤੇ ਰੋਣ ਪਿੱਟਣ ਦੀਆਂ ਲੰਮੀਆਂ ਰਸਮਾਂ ਬਦਲ ਰਹੀਆਂ ਹਨ। ਵਿਹਲ ਦੀ ਘਾਟ, ਆਰਥਿਕ ਮੁਕਾਬਲੇ ਬਾਜ਼ੀ ਤੇ ਵਿਦਿਅਕ ਸੂਝ ਕਾਰਣ ਹੁਣ ਅੰਗਰੇਜ਼ੀ ਪ੍ਰਕਾਰ ਦੀ ‘ਦੁਖ ਸੁਖ ਕਰਨ ਦੀ ਪ੍ਰਕਿਰਿਆ, ਜੋਰ ਫੜ ਰਹੀ ਹੈ, ਅਗਲੇ ਸਮੇਂ ਵਿੱਚ ਮਰਨ ਵਾਲੇ ਦੀ ਅਰਥੀ ਨੂੰ ਸ਼ਾਇਦ ਚਾਰ ਭਰਾਵਾਂ ਜਾਂ ਸੰਬੰਧੀਆਂ ਦਾ ਸਹਾਰਾ ਨਹੀਂ ਮਿਲ ਸਕੇਗਾ ਸਗੋਂ ਚਾਰ ਪਹੀਆਂ ਵਾਲੀ ਰੇਹੜੀ ਚੁੱਕਿਆ ਕਰੇਗੀ ..... ਬਿਜਲੀ ਦੇ ਸ਼ਮਸ਼ਾਨ ਘਾਟ ਨਾਲ ਦਾਹ-ਸਸਕਾਰ ਦੀ ਰਸਮ ਹੋਰ ਸੁਖਾਲੀ ਹੋਣ ਵੱਲ ਵੱਧ ਰਹੀ ਹੈ।” <sup>(੧)</sup> ਸਰਮਾਏਦਾਰੀ ਦੇ ਦੌਰ ਵਿੱਚ ਹੁਣ ਫੁੱਲ ਪਾਉਣ ਦੀ ਰਸਮ ਵੀ ਨੇੜੇ ਹੀ ਨਹਿਰਾਂ ਜਾਂ ਸੂਇਆਂ ਵਿੱਚ ਅਦਾ ਕੀਤੀ ਜਾਣ ਲੱਗ ਪਈ ਹੈ। ਭੋਗ ਦੇ ਸਮੇਂ ਵੀ ਹੁਣ ਸਾਦੀ ਰੋਟੀ ਦੀ ਥਾਂ ਵਿਆਹਾਂ ਵਰਗੇ ਖਾਣੇ ਤਿਆਰ ਕੀਤੇ ਜਾਣ ਲੱਗ ਪਏ ਹਨ ਅਤੇ ਇਸ ਨੂੰ ਸਟੇਟਸ ਸਿੰਬਲ ਸਮਝਿਆ ਜਾਣ ਲੱਗ ਪਿਆ ਹੈ।

ਸਰਮਾਏਦਾਰੀ ਦੇ ਦੌਰ ਵਿੱਚ ਪੱਛਮੀ ਪ੍ਰਭਾਵ, ਨਵੀਂ ਵਿਦਿਆ ਪ੍ਰਣਾਲੀ, ਤਕਨਾਲੋਜੀ ਦੇ ਨਵੇਂ-ਨਵੇਂ ਸਾਧਨ, ਨੋਕਰੀਪੇਸ਼ਾ, ਪੈਸੇ ਕਮਾਉਣ ਦੀ ਦੌੜ ਕਾਰਨ ਜਨਮ ਤੋਂ ਮਰਨ ਤੱਕ ਦੇ ਰਸਮਾਂ-ਰਿਵਾਜ ਬਦਲ ਰਹੇ ਹਨ।

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## ਹਵਾਲੇ ਦਿੱਤੀਆਂ

ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ, ਪੰਜਾਬੀ ਅਧਿਐਨ ਤੇ ਅਧਿਆਪਨ ਬਦਲਦੇ ਪਰਿਪੇਖ, ਵਾਰਿਸ਼ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ ਅੰਮ੍ਰਿਤਸਰ, 2004 ਪੰਨਾ 256.

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ਜਸਵੀਰ ਸਿੰਘ ਜੱਸ, ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਉੱਤੇ ਬਦੇਸ਼ੀ ਪ੍ਰਭਾਵ, ਦੀ ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪ੍ਰੇਟਿਵ ਸੁਸਾਇਟੀ ਲਿਮਟਿਡ ਲੁਧਿਆਣਾ, 1983, ਪੰਨਾ 62.

ਜਸਵੀਰ ਸਿੰਘ ਜੱਸ, ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਉੱਤੇ ਬਦੇਸ਼ੀ ਪ੍ਰਭਾਵ, ਦੀ ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪ੍ਰੇਟਿਵ ਸੁਸਾਇਟੀ ਲਿਮਟਿਡ ਲੁਧਿਆਣਾ, 1983, ਪੰਨਾ 64.

### 32. ਮੰਡੀਕਰਨ ਯੁੱਗ ਵਿਚ ਬਦਲਦਾ ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ : ਇਕ ਅਧਿਐਨ

**ਡਾ. ਮੇਜਰ ਸਿੰਘ**

ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ

ਦੇਸ਼ ਭਗਤ ਯੂਨੀਵਰਸਿਟੀ ਮੰਡੀ  
ਗੋਬਿੰਦਗੜ੍ਹ (ਫਤਹਿਗੜ੍ਹ ਸਾਹਿਬ)

ਮੋਬਾ.ਨੰ. 097790-06299

ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਕਿਸੇ ਵੀ ਸਮਾਜ ਸਭਿਆਚਾਰ ਦਾ ਬੁਨਿਆਦੀ ਆਧਾਰ ਹੁੰਦੇ ਹਨ ਕਿਉਂਕਿ ਰਿਸ਼ਤਿਆਂ ਦੀ ਭਾਵੁਕ ਡੋਰ ਦੇ ਸਮਾਜਿਕ ਪ੍ਰਬੰਧ ਵਿਚ ਬੱਝ ਕੇ ਹੀ ਮਨੁੱਖ ਨੂੰ ਸਮਾਜਿਕ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਦਾ ਅਹਿਸਾਸ ਹੋਇਆ ਤੇ ਪਸ਼ੂ ਜਗਤ ਨਾਲੋਂ ਨਿਖੜ ਕੇ ਉਸ ਨੇ ਸਭਿਆਚਾਰਕ ਜਗਤ ਵਿਚ ਪ੍ਰਵੇਸ਼ ਕੀਤਾ। ਆਦਿਕਾਲੀਨ ਦੌਰ ਤੋਂ ਹੀ ਮਨੁੱਖ ਪ੍ਰਕਿਰਤੀ ਦੀਆਂ ਪ੍ਰਬਲ ਸ਼ਕਤੀਆਂ ਵਿਰੁੱਧ ਲੜਦਾ ਆ ਰਿਹਾ ਹੈ। ਇਸ ਖਿਚੋਤਾਣ ਦੀ ਅਵਸਥਾ ਵਿਚ ਆਪਣੇ ਆਪ ਨੂੰ ਬਚਾਈ ਰੱਖਣ ਲਈ ਉਹ ਸਮੂਹਿਕ ਜੀਵਨ ਵੱਲ ਅਗਰਸਰ ਹੋਇਆ। ਵਿਕਾਸ ਪ੍ਰਕਿਰਿਆ ਦੌਰਾਨ ਜਿਉਂ-ਜਿਉਂ ਉਸ ਅੰਦਰ ਮਿਲਵਰਤਨ ਦੀ ਭਾਵਨਾ ਵਧੀ ਜਿਸ ਦੇ ਅੰਤਰਗਤ ਉਸ ਨੇ ਰਿਸ਼ਤਿਆਂ ਦਾ ਜਾਲ ਬੁਣ ਲਿਆ। ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ ਦਾ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਬਾਰੇ ਵਿਚਾਰ ਹੈ ਕਿ :

ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ" ਵਾਸਤਵ ਵਿਚ ਮਨੁੱਖ ਦੁਆਰਾ ਪ੍ਰਕਿਰਤਕ ਜਗਤ ਦੇ ਮੁਕਾਬਲੇ

ਸਭਿਆਚਾਰਕ ਜਗਤ ਉਸਾਰਨ ਦੇ ਪਹਿਲੇ ਪੜਾਅ ਸਮੇਂ ਹੋਂਦ ਵਿਚ ਆਇਆ।<sup>1</sup>

ਸਮਾਜਿਕ ਵਿਕਾਸ ਅਨੁਸਾਰ ਮਨੁੱਖ ਦੀ ਪ੍ਰਕਿਰਤਿਕ ਹੋਂਦ ਤੋਂ ਸਭਿਆਚਾਰੀਕਰਨ ਦੀ ਯਾਤਰਾ ਦੌਰਾਨ, ਉਸ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਲੋੜਾਂ ਦੀ ਪੂਰਤੀ ਅਤੇ ਨਿਯਮਤ ਜ਼ਿੰਦਗੀ ਜਿਊਣ ਲਈ ਸਮਾਜ ਦਾ ਸੰਗਠਨ ਹੋਇਆ ਤੇ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਇਕ ਅਰਥ ਭਰਪੂਰ ਇਕਾਈ ਹੋ ਨਿਬੜਿਆ। ਇਕ ਸਭਿਆਚਾਰਕ ਦਾਇਰੇ ਵਿਚ ਵਿਚਰਦਾ ਹਰ ਸਮਾਜਿਕ ਪ੍ਰਾਣੀ ਰਿਸ਼ਤਿਆਂ ਦੀਆਂ ਸੰਵੇਦਨਸ਼ੀਲ ਤੰਦਾਂ ਵਿਚ ਜਨਮ ਤੋਂ ਮਰਨ ਤੱਕ ਬੱਝਿਆ ਰਹਿੰਦਾ ਹੈ। ਕੁਝ ਰਿਸ਼ਤੇ ਉਸ ਨੂੰ ਰੱਬੀ ਦਾਤ ਵਜੋਂ ਮਿਲਦੇ ਹਨ ਅਤੇ ਕੁਝ ਰਿਸ਼ਤੇ ਉਹ ਸਮਾਜ ਵਿਚ ਵਿਚਰਦਾ ਹੋਇਆ ਜੀਵਨ ਦੇ ਵੱਖ-ਵੱਖ ਮੇੜਾਂ 'ਤੇ ਸਿਰਜਦਾ ਹੈ,

ਇਨ੍ਹਾਂ ਵੱਖ-ਵੱਖ ਰਿਸ਼ਤਿਆਂ ਦੁਆਰਾ ਹੀ ਮਨੁੱਖ ਦਾ ਸਮਾਜੀਕਰਣ ਹੁੰਦਾ ਹੈ, ਜਿਨ੍ਹਾਂ ਨੂੰ ਨਿਯਮਤ ਰੂਪ ਵਿਚ ਨਿਭਾਉਣ ਲਈ ਉਹ ਕਦਰਾਂ-ਕੀਮਤਾਂ ਨੂੰ ਗ੍ਰਹਿਣ ਕਰਦਾ ਹੈ। International Encyclopaedia of Social Sciences ਵਿਚ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਬਾਰੇ ਕਿਹਾ ਗਿਆ ਹੈ ਕਿ :

ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਵਿਚ ਮਨੁੱਖ ਦੁਆਰਾ ਸਿਰਜੇ ਉਹ ਸਾਰੇ ਸਾਕ ਸ਼ਾਮਲ ਕੀਤੇ ਜਾ ਸਕਦੇ ਹਨ ਜਿਹੜੇ ਵਿਸ਼ੇਸ਼ ਸਮਾਜਿਕ ਸੰਗਠਨ ਵਿਚ ਰਹਿੰਦਿਆਂ ਆਪਣੇ ਖੂਨ ਦੀ ਸਾਂਝ ਨਾਲ ਜਾਤ, ਗੋਤ ਨਸਲ ਆਦਿ ਦੇ ਨਾਲ-ਨਾਲ ਸਮਾਜਿਕ ਸਹਿਰੋਂਦ ਅਤੇ ਮਨੁੱਖੀ ਜੀਵਨ ਅਨੁਸਾਰ ਨਿਸ਼ਚਿਤ ਸੰਬੰਧਾਂ ਲਈ ਸਮੂਹਿਕ ਸਮਾਜਿਕ ਪ੍ਰਵਾਨਗੀ ਅਨੁਸਾਰ ਸਿਰਜੇ ਹੁੰਦੇ ਹਨ।<sup>2</sup>

ਇਸ ਤਰ੍ਹਾਂ ਮੰਡੀਕਰਨ ਯੁੱਗ ਵਿਚ ਸਮੇਂ-ਸਮੇਂ ਹੋਏ ਆਰਥਿਕ ਵਿਕਾਸ ਦੇ ਅਨੁਰੂਪ ਸਮਾਜਿਕ, ਸਭਿਆਚਾਰਕ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਵੀ ਬਦਲਦਾ ਆਇਆ ਹੈ। ਸਮਾਜਿਕ ਸੰਰਚਨਾ ਵਿਚ ਆਏ ਪਰਿਵਰਤਨ ਸਭਿਆਚਾਰ ਨੂੰ ਪ੍ਰਭਾਵਿਤ ਕਰਦੇ ਹਨ। ਜਿੱਥੇ ਮਨੁੱਖੀ ਰਿਸ਼ਤਿਆਂ ਵਿਚ ਪਰਿਵਰਤਨ ਸੁਭਾਵਕ ਗੱਲ ਹੈ। ਜਿਵੇਂ-ਜਿਵੇਂ ਆਰਥਿਕਤਾ ਵਿਚ ਖਿੰਡਾਅ ਹੁੰਦਾ ਜਾਂਦਾ ਹੈ ਤਿਵੇਂ-ਤਿਵੇਂ ਇਹ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਵੀ ਧੁੰਦਲੇ ਪੈਂਦੇ ਜਾਂਦੇ ਹਨ। ਭਾਵੇਂ ਪੰਜਾਬੀ ਸਮਾਜ-ਸਭਿਆਚਾਰ ਦੇ ਅੰਤਰਗਤ ਆਉਣ ਵਾਲੇ ਰਿਸ਼ਤਿਆਂ ਦੀ ਮੂਲ ਚੂਲ ਭਾਵਾਤਮਕ ਸਾਂਝ ਹੀ ਹੁੰਦੀ ਹੈ, ਪਰ ਮੰਡੀਕਰਨ ਯੁੱਗ ਸਮਾਜਿਕ, ਸਭਿਆਚਾਰਕ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਨੂੰ ਸ਼ੁਰੂ ਤੋਂ ਹੀ ਪ੍ਰਭਾਵਿਤ ਕਰਦਾ ਆਇਆ ਹੈ, ਜਿਸ ਦੇ ਅਨੁਰੂਪ ਰਿਸ਼ਤਿਆਂ ਦੇ ਸੁਭਾਅ ਅਤੇ ਸਾਰ ਵਿਚ ਤਬਦੀਲੀ ਵਾਪਰਦੀ ਰਹੀ ਹੈ। ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ ਅਨੁਸਾਰ :

ਸਾਮੰਤਵਾਦੀ ਸਮਾਜਿਕ ਪ੍ਰਬੰਧ ਅਤੇ ਇਸ ਤੋਂ ਵੀ ਅੱਗੇ ਸਰਮਾਏਦਾਰੀ ਸਮਾਜਿਕ ਪ੍ਰਬੰਧ ਤੱਕ ਪਹੁੰਚਦਿਆਂ ਮੂਲ ਮਨੁੱਖੀ ਰਿਸ਼ਤਿਆਂ ਦੇ ਆਧਾਰ ਅਤੇ ਸੁਭਾਅ ਵਿਚ ਬੁਨਿਆਦੀ ਪਰਿਵਰਤਨ ਆ ਗਿਆ। ਇਹ ਵਿਕਾਸ ਜਮਾਤੀ ਸਮਾਜ ਦੇ ਵਿਕਾਸ ਅਤੇ ਆਰਥਿਕ ਦੇ ਅਨੁਰੂਪ ਹੀ ਹੋਇਆ, ਜਿਸ ਤੋਂ ਸਪੱਸ਼ਟ ਹੈ ਕਿ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਵਿਚ ਜਾਤ, ਖੂਨ, ਗੋਤ ਦੇ ਬਾਵਜੂਦ ਮੁਖ ਨਿਰਣਾਇਕ ਸ਼ਕਤੀ ਸਮਾਜਿਕ ਪ੍ਰਬੰਧ ਅਤੇ ਉਸ ਸਮਾਜਿਕ ਪ੍ਰਬੰਧ ਦੇ ਆਰਥਿਕ ਆਧਾਰ ਹਨ।<sup>3</sup>

ਮੰਡੀਕਰਨ ਯੁੱਗ ਦੀਆਂ ਸਾਮਰਾਜੀ ਰੁਚੀਆਂ ਅਨੁਸਾਰ ਬਰਤਾਨਵੀ ਹਕੂਮਤ ਨੇ ਪੰਜਾਬ ਨੂੰ ਵਿਕਾਸ ਦੇ ਰਾਹ ਤੋਰਿਆ। ਆਵਾਜਾਈ ਸਾਧਨਾਂ ਦਾ ਵਿਕਾਸ, ਸੜਕਾਂ, ਰੇਲਵੇ ਲਾਈਨਾਂ ਅਤੇ ਸਿੰਚਾਈ ਸਹੂਲਤਾਂ ਦੇ ਨਾਲ-ਨਾਲ ਪੜ੍ਹੀ ਲਿਖੀ ਕਲਰਕਨੁਮਾ ਸ਼੍ਰੇਣੀ ਪੈਦਾ ਕਰਨ ਲਈ ਸਕੂਲਾਂ ਕਾਲਜਾਂ ਦੀ ਸਥਾਪਨਾ ਇਸ ਮੰਡੀਕਰਨ ਸੋਚ ਦਾ ਹਿੱਸਾ ਸੀ। ਨਿਰੋਲ

ਮੁਨਾਫ਼ੇ ਦੇ ਮਨਸ਼ੇ ਨਾਲ ਪੰਜਾਬ 'ਤੇ ਕਾਬਜ਼ ਹੋਏ ਬਰਤਾਨਵੀ ਸਾਮਰਾਜ ਨੇ ਆਪਣੇ ਵਪਾਰਕ ਹਿੱਤਾਂ ਲਈ ਇੱਥੇ ਵਪਾਰੀ ਸ਼੍ਰੇਣੀ ਪੈਦਾ ਕੀਤੀ। ਇਸ ਵਪਾਰੀ ਵਰਗ ਨੇ ਮੰਡੀ ਆਧਾਰਿਤ ਪੱਛਮੀ ਤਹਿਜ਼ੀਬ ਨੂੰ ਅਪਣਾਇਆ ਤੇ ਆਰਥਿਕ ਉੱਚਤਾ ਹਾਸਿਲ ਕੀਤੀ ਜਿਸ ਦੀ ਬਦੌਲਤ ਆਜ਼ਾਦੀ ਤੋਂ ਬਾਅਦ ਇਹ ਵਰਗ ਬੁਰਜੂਆ ਜਮਾਤ ਵਿਚ ਤਬਦੀਲ ਹੋਣ ਲੱਗਾ। ਬਰਤਾਨਵੀ ਸਾਮਰਾਜ ਦੇ ਦਲਾਲ ਇਸ ਵਪਾਰੀ ਵਰਗ ਨੇ ਸਾਮਰਾਜੀ ਮੁਲਕਾਂ ਦੀ ਸ਼ਹਿ ਤੇ ਹਿੰਦੁਸਤਾਨ ਦੇ ਪੂਰੇ ਅਰਥਚਾਰੇ ਨੂੰ ਸਨਅਤੀ ਨਿਜ਼ਾਮ ਅਨੁਸਾਰ ਢਾਲਿਆ। ਬੁਰਜੂਆ ਜਮਾਤ ਦੇ ਪੂਰੇ ਹਿੰਦੁਸਤਾਨ ਵਿਚ ਫੈਲਾਏ ਇਸ ਜਾਲ ਵਿਚ ਪੰਜਾਬ ਵੀ ਸਹਿਜੇ ਹੀ ਆ ਗਿਆ। ਇਸ ਸਮੇਂ ਦੌਰਾਨ ਭਾਵੇਂ ਪੰਜਾਬ ਵਿਚ ਬਹੁਤ ਸਾਰੀਆਂ ਸਿਫ਼ਤੀ ਤਬਦੀਲੀਆਂ ਵੀ ਵਾਪਰੀਆਂ ਪਰ ਇੱਥੇ ਪੂੰਜੀਵਾਦੀ ਕੀਮਤਾਂ ਦੇ ਦਖਲ ਕਾਰਨ ਪੰਜਾਬ ਦੇ ਸਭਿਆਚਾਰਕ ਧਰਾਤਲ ਵੀ ਖੁਰਨੇ ਸ਼ੁਰੂ ਹੋ ਜਾਂਦੇ ਹਨ ਜਿਸ ਦੀ ਵਿਕਰਾਲਤਾ ਅਜੇਕੇ ਮਨੁੱਖ ਦੇ ਬਦਲ ਰਹੇ ਜੀਵਨ-ਮੁੱਲਾਂ, ਖੰਡਿਤ ਹੋਏ ਰਿਸ਼ਤਿਆਂ, ਟੁੱਟ ਰਹੀਆਂ ਪਰੰਪਰਿਕ ਸਾਂਝਾਂ ਤੇ ਮਾਨਤਾਵਾਂ ਦੇ ਰੂਪ ਵਿਚ ਸਾਮ੍ਹਣੇ ਆਉਂਦੀ ਹੈ। ਇਹ ਕਹਾਣੀ ਉਦੋਂ ਸ਼ੁਰੂ ਹੁੰਦੀ ਹੈ ਜਦੋਂ ਪੰਜਾਬੀ ਸ਼ਹਿਰੀਕਰਣ, ਪੱਛਮੀਕਰਣ ਅਤੇ ਉਦਯੋਗੀਕਰਣ ਦੀਆਂ ਰੁਚੀਆਂ ਦੇ ਪ੍ਰਭਾਵ ਅਧੀਨ ਅੰਗਰੇਜ਼ੀ ਤਹਿਜ਼ੀਬ ਅਨੁਸਾਰ ਆਪਣੇ ਆਪ ਨੂੰ ਢਾਲਦੇ ਹਨ। ਹੌਲੀ-ਹੌਲੀ ਪੱਛਮੀ ਕੀਮਤਾਂ ਨਾਲ ਜੁੜਦੇ ਹੋਏ ਉਹ ਪੰਜਾਬੀ ਜੀਵਨ-ਮੁੱਲਾਂ ਵੱਲ ਪਿੱਠ ਕਰ ਲੈਂਦੇ ਹਨ। ਸਾਕ-ਸਕੀਰੀਆਂ, ਬਰਾਦਰੀ, ਭਾਈਚਾਰਾ ਅਤੇ ਸਾਂਝੇ ਪਰਿਵਾਰਾਂ ਦਾ ਟੁੱਟਣਾ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਵਿਚ ਆ ਰਹੀਆਂ ਤਬਦੀਲੀਆਂ ਦਾ ਆਧਾਰ ਬਣਦਾ ਹੈ। ਹਰ ਸਭਿਆਚਾਰ ਵਿਚ ਰਿਸ਼ਤਿਆਂ ਦੀ ਹੋਂਦ ਅਤੇ ਮਹੱਤਤਾ ਵੱਖਰੀ- ਵੱਖਰੀ ਹੁੰਦੀ ਹੈ। ਇਹ ਮਹੱਤਤਾ ਸੰਬੰਧਿਤ ਸਭਿਆਚਾਰ ਦੇ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੇ ਸਰੂਪ ਅਨੁਸਾਰ ਨਿਰਧਾਰਿਤ ਹੁੰਦੀ ਹੈ। ਮਸਲਨ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿਚ ਇਹ ਵੱਖਰਤਾ ਰਿਸ਼ਤਿਆਂ ਦੇ ਰੁਤਬੇ, ਸਥਾਨ, ਅਹਿਮੀਅਤ ਅਤੇ ਭਾਵਾਤਮਕ ਸਾਂਝ ਅਨੁਸਾਰ ਪ੍ਰਤੱਖ ਰੂਪ ਵਿਚ ਦ੍ਰਿਸ਼ਟੀਗੋਚਰ ਹੁੰਦੀ ਹੈ। ਜਿਵੇਂ ਤਾਇਆ ਤਾਈ, ਚਾਚਾ ਚਾਚੀ, ਮਾਸੀ-ਮਾਸੜ, ਭੂਆ-ਫੁੱਫੜ ਆਦਿ ਰਿਸ਼ਤਿਆਂ ਦੀ ਸਾਡੇ ਸਭਿਆਚਾਰ ਵਿਚ ਆਪਣੀ ਵੱਖਰੀ ਪਹਿਚਾਣ ਅਤੇ ਮਹੱਤਤਾ ਹੈ ਪਰ ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਇਕੋ ਸ਼ਬਦ ਅੰਕਲ, ਆਂਟੀ ਇਨ੍ਹਾਂ ਸਾਰੇ ਰਿਸ਼ਤਿਆਂ ਨੂੰ ਪ੍ਰਗਟਾਉਣ ਲਈ ਕਾਫ਼ੀ ਹੈ। ਤਰਲੇਚਨ ਸਿੰਘ ਰੰਧਾਵਾ ਅਨੁਸਾਰ ਪੱਛਮੀ ਸਭਿਆਚਾਰ ਦੇ ਪ੍ਰਭਾਵ ਅਧੀਨ :

ਅੰਕਲ - ਆਂਟੀ" ਇਕ ਨਵੇਂ ਰਿਸ਼ਤੇ ਦੀ ਧਾਰਣਾ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿਚ ਪ੍ਰਵੇਸ਼ ਕਰ ਚੁੱਕੀ ਹੈ। ਇਸ ਨਵੇਂ ਰਿਸ਼ਤੇ ਦਾ ਆਧਾਰ ਆਰਥਿਕ ਨਿਰਭਰਤਾ ਉੱਤੇ ਹੈ। ਜਿਥੇ ਕੋਈ ਆਪਣੀ ਉਪਜੀਵਕਾ ਲਈ ਕੰਮਕਾਜ ਕਰਦਾ ਹੈ। ਉਥੋਂ ਦੇ ਆਪਸੀ ਸਹਿਯੋਗੀ ਇਕ ਦੂਸਰੇ ਦੇ ਬੱਚਿਆਂ ਦੇ "ਅੰਕਲ-ਆਂਟੀ" ਬਣ ਜਾਂਦੇ ਹਨ ਅਤੇ ਖੁਸ਼ੀਆਂ ਗਮੀਆਂ ਉੱਤੇ ਇਕ ਦੂਜੇ ਪ੍ਰਤੀ ਆਪਣੀ ਹਮਦਰਦੀ ਪ੍ਰਗਟ ਕਰਦੇ ਹਨ।"

ਪੰਜਾਬੀਆਂ ਦੁਆਰਾ ਚਾਚਾ-ਚਾਚੀ, ਮਾਮਾ-ਮਾਮੀ, ਮਾਸੀ-ਮਾਸੜ, ਭੂਆ-ਫੁੱਫੜ ਆਦਿ ਰਿਸ਼ਤਿਆਂ ਲਈ ਕੀਤਾ ਜਾਣ ਵਾਲਾ ਅੰਕਲ-ਆਂਟੀ ਸ਼ਬਦਾਂ ਦਾ ਪ੍ਰਯੋਗ ਅਤੇ ਅਖੌਤੀ ਮਾਡਰਨ ਲੋਕਾਂ ਦੁਆਰਾ ਬਾਪੂ ਬੇਬੇ ਜਾਂ ਮਾਤਾ-ਪਿਤਾ ਦੇ ਰਿਸ਼ਤੇ ਲਈ ਮੰਮੀ-ਡੈਡੀ ਤੋਂ ਵੀ ਅਗਾਂਹ ਮੋਮ-ਡੈਡ ਸ਼ਬਦਾਂ ਦਾ ਉਚਾਰਨ ਜਿੱਥੇ ਜ਼ੁਬਾਨ ਰਸ ਨੂੰ ਖਤਮ ਕਰਦਾ ਹੈ ਉੱਥੇ ਉਹ ਨਿਘੋ, ਉਹ ਪਿਆਰ, ਉਹ ਸਨੇਹ ਜਿਹੜਾ ਪੰਜਾਬੀ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦੀ ਸੰਬੰਧਨੀ ਸ਼ੈਲੀ ਵਿੱਚੋਂ ਉਪਜਦਾ ਹੈ ਉਹ ਵੀ ਮਨਫ਼ੀ ਹੈ। ਮੰਡੀਕਰਨ ਯੁੱਗ ਦੇ ਉਤਪਾਦਨ ਅਤੇ ਉਤਪਾਦਨ ਸਾਧਨਾਂ ਵਿਚ ਆਈ ਤਬਦੀਲੀ ਪੰਜਾਬੀ ਪਰਿਵਾਰਾਂ ਵਿਚ ਤਣਾਅ ਦਾ ਮਾਹੌਲ ਪੈਦਾ ਕਰਦੀ ਹੈ ਜੋ ਸਯੁੱਕਤ ਪਰਿਵਾਰਾਂ ਦੇ ਟੁੱਟਣ ਨਾਲ ਖਤਮ ਤਾਂ ਹੋ ਜਾਂਦਾ ਹੈ ਪਰ ਇਕੱਲਤਾ, ਆਪਹੁਦਰਾਪਣ, ਕਾਹਲ, ਉਤੇਜਨਾ ਆਦਿ ਨਾਲ ਨਵੀਆਂ ਮਾਨਸਿਕ ਚਿੰਤਾਵਾਂ ਪੈਦਾ ਹੁੰਦੀਆਂ ਹਨ ਜਿੱਥੇ ਨੈਤਿਕ ਕਦਰਾਂ - ਕੀਮਤਾਂ ਦਾ ਭੰਜਨ ਪਰਿਵਾਰਕ ਸਤੁੰਲਨ ਭੰਗ ਕਰਦਾ ਹੋਇਆ ਗੰਭੀਰ ਸੰਕਟ ਸਿਰਜਦਾ ਹੈ। ਸਾਂਝੇ ਪਰਿਵਾਰਾਂ ਦੇ ਟੁੱਟਣ ਅਤੇ ਵਿਅਕਤੀਵਾਦੀ ਹਿੱਤਾਂ ਦੇ ਅਗਰਭੂਮੀ ਵਿਚ ਆਉਣ ਦਾ ਸਭ ਤੋਂ ਮਾੜਾ ਸੰਤਾਪ ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਭੋਗਣਾ ਪਿਆ। ਭਾਈਚਾਰਕ ਸਾਂਝਾ ਮਾਣਦੇ, ਪੂਰੀ ਇੱਜ਼ਤ ਨਾਲ ਅੱਧੀ ਤੋਂ ਵੱਧ ਉਮਰ ਆਪਣੇ ਪਿੰਡਾਂ ਵਿਚ ਹੰਢਾ ਚੁੱਕੇ ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਜਦੋਂ ਮਜਬੂਰੀ ਵਸ ਸ਼ਹਿਰ ਰਹਿੰਦੇ ਬੱਚਿਆਂ ਕੋਲ ਆਉਣਾ ਪੈਂਦਾ ਹੈ ਤਾਂ ਬੇਗਾਨਗੀ ਦਾ ਆਲਮ ਤੇ ਇਕੱਲਤਾ ਉਨ੍ਹਾਂ ਨੂੰ ਧੁਰ ਅੰਦਰ ਤੋਂ ਖਾ ਜਾਂਦੀ ਹੈ। ਪਰਿਵਾਰਿਕ ਅਤੇ ਸਮਾਜਿਕ ਰਿਸ਼ਤਿਆਂ ਵਿਚ ਔਰਤ ਮਰਦ ਦਾ ਰਿਸ਼ਤਾ ਸਭ ਤੋਂ ਪੁਰਾਣਾ ਹੈ। ਔਰਤ ਮਰਦ ਦੇ ਪ੍ਰਾਕਿਰਤਿਕ ਸੰਬੰਧਾਂ ਦਾ ਸਮਾਜਿਕ ਤੇ ਧਾਰਮਿਕ ਮਰਿਯਾਦਾ ਅਨੁਸਾਰ, ਵਿਆਹ ਦੀ ਰਸਮ ਰਾਹੀਂ ਪਤੀ-ਪਤਨੀ ਦੇ ਰਿਸ਼ਤੇ ਵਿੱਚ ਬੱਝਣਾ ਵਾਸਤਵ ਵਿਚ ਔਰਤ ਮਰਦ ਦੇ ਜਿਨਸੀ ਸੰਬੰਧਾਂ ਦਾ ਸਭਿਆਚਾਰੀਕਰਨ ਹੈ। ਦੇਹੀ ਲੋੜਾਂ ਅਤੇ ਰੂਹ ਦਾ ਰੱਜ ਇਸ ਰਿਸ਼ਤੇ ਦਾ ਪ੍ਰਕਿਰਤਿਕ ਆਧਾਰ ਹੈ। ਨੈਤਿਕਤਾ, ਵਫ਼ਾਦਾਰੀ, ਵਿਸ਼ਵਾਸ ਔਰਤ ਮਰਦ ਦੇ ਰਿਸ਼ਤੇ ਦੀ ਪਵਿੱਤਰਤਾ ਲਈ ਜ਼ਰੂਰੀ ਪ੍ਰਤਿਮਾਨ ਹਨ।

ਨਿਰਸੰਦੇਹ ਮੰਡੀਕਰਨ ਯੁੱਗ ਦੇ ਸੰਚਾਰ ਸਾਧਨਾਂ ਰਾਹੀਂ ਪ੍ਰਚਾਰੀਆਂ ਜਾ ਰਹੀਆਂ ਪੱਛਮੀ ਕੀਮਤਾਂ ਦਾ ਕੁਝ ਅਸਰ ਪੰਜਾਬ ਦੇ ਪਿੰਡਾਂ ਉਪਰ ਵੀ ਪਿਆ ਹੈ, ਪਰ ਵੱਡੇ ਸ਼ਹਿਰਾਂ ਵਿਚ ਜਿੱਥੇ ਪੂੰਜੀਵਾਦ ਆਪਣੇ ਸਮਾਜਿਕ ਉਸਾਰ ਵਿਚ ਭਾਰੂ ਹੋ ਰਿਹਾ ਹੈ ਉੱਥੇ ਵਿਆਹ ਬਾਹਰੇ ਸੰਬੰਧਾਂ ਦਾ ਇਹ ਸਿਲਸਿਲਾ ਆਮ ਵਰਤਾਰਾ ਬਣ ਚੁੱਕਾ ਹੈ। ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਵਿਚ ਮਾਂ-ਬਾਪ ਅਤੇ ਔਲਾਦ ਦਾ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਸਮੁੱਚੇ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਪ੍ਰਬੰਧ ਵਿੱਚੋਂ ਮਹੱਤਵਪੂਰਨ ਮੰਨਿਆ ਗਿਆ ਹੈ। ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ ਦਾ ਮੰਨਣਾ ਹੈ ਕਿ "ਹਰੇਕ ਸਭਿਆਚਾਰ ਵਿਚ ਪਤੀ-ਪਤਨੀ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਬੱਚੇ ਮਿਲ ਕੇ ਪਰਿਵਾਰ ਦੀ ਸਿਰਜਣਾ ਕਰਦੇ ਹਨ।"<sup>5</sup> ਪਰਿਵਾਰ ਰਿਸ਼ਤਾ-ਨਾਤਾ ਪ੍ਰਬੰਧ ਦਾ ਸੰਗਠਨ ਕਰਨ ਵਾਲਾ ਮਹੱਤਵਪੂਰਨ ਅਤੇ ਬੁਨਿਆਦੀ ਅੰਗ ਹੈ। ਵੱਖ-ਵੱਖ ਰਿਸ਼ਤਿਆਂ-ਨਾਤਿਆਂ ਸੰਬੰਧੀ ਸਥਾਪਿਤ ਪ੍ਰਤਿਮਾਨ ਸਮਾਜਿਕ ਸੰਤੁਲਨ ਲਈ ਜ਼ਰੂਰੀ ਮੰਨੇ ਜਾਂਦੇ ਹਨ। ਆਰਥਿਕ ਮਸਲੇ ਸ਼ੁਰੂ ਤੋਂ ਹੀ ਪ੍ਰਤਿਮਾਨਾਂ ਵਿਚਕਾਰ ਦਵੰਦ ਸਿਰਜਦੇ ਰਹੇ ਹਨ। ਇਹ ਦਵੰਦ ਜੇਠ ਭਰਜਾਈ, ਦਿਓਰ-ਭਰਜਾਈ ਦੇ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਸੰਬੰਧੀ ਵੱਖ-ਵੱਖ ਪ੍ਰਸਥਿਤੀਆਂ ਵਿਚ ਵੱਖ-ਵੱਖ ਪੱਧਰ "ਤੇ ਪੇਸ਼ ਹੋਇਆ ਮਿਲਦਾ ਹੈ। "ਛੜੇ ਜੇਠ ਨੂੰ ਲੱਸੀ ਨਹੀਂ ਦੇਈ ਦਿਓਰ ਭਾਵੇਂ ਮੱਝ ਚੁੰਘ ਜਾਏ" ਇਸ ਲੋਕ-ਬੋਲੀ ਅਨੁਸਾਰ ਭਾਬੀ ਦਿਓਰ ਪ੍ਰਤੀ ਨਰਮ ਅਤੇ

ਜੇਠ ਪ੍ਰਤੀ ਸਖ਼ਤ ਵਤੀਰੇ ਦੀ ਧਾਰਣੀ ਰਹੀ ਹੈ ਪਰ ਮਾੜੀਆਂ ਆਰਥਿਕ ਪ੍ਰਸਥਿਤੀਆਂ ਜਾਂ ਜ਼ਮੀਨ ਅਤੇ ਪੈਸੇ ਦੇ ਵਾਧੂ ਲਾਲਚ ਹਿੱਤ ਭਰਜਾਈ ਜੇਠ ਨਾਲ ਦੁਵੱਲੇ ਸੰਬੰਧ ਵੀ ਸਿਰਜਦੀ ਹੈ। ਬਹੁਤੀ ਵਾਰ ਇਹ ਸੰਬੰਧ ਪਤੀ ਦੀ ਸਹਿਮਤੀ ਨਾਲ ਹੀ ਬਣਦੇ ਹਨ।

ਉਪਰੋਕਤ ਚਰਚਾ ਤੋਂ ਬਾਅਦ ਇਹ ਕਿਹਾ ਜਾ ਸਕਦਾ ਹੈ ਕਿ ਮੰਡੀਕਰਨ ਯੁੱਗ ਵਿਚ ਇਸ ਤਰ੍ਹਾਂ ਦੇ ਬਦਲਦੇ ਆਰਥਿਕ, ਸਮਾਜਿਕ ਪ੍ਰਸੰਗਾਂ ਅਨੁਸਾਰ ਅੱਜ ਜਦੋਂ ਪੰਜਾਬੀ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਪ੍ਰਬੰਧ ਦਾ ਸੁਭਾਅ ਅਤੇ ਸਾਰ ਵੱਡੇ ਪਰਿਵਰਤਨ ਅਮਲ ਵਿਚੋਂ ਲੰਘ ਰਿਹਾ ਹੈ ਤਾਂ ਵਿਅਕਤੀਵਾਦੀ ਰੁਚੀਆਂ, ਪਦਾਰਥਕ ਉਨਤੀ ਅਤੇ ਖਪਤ ਸਭਿਆਚਾਰ ਦੀ ਭੇਟ ਚੜ੍ਹ ਰਹੀਆਂ ਪੰਜਾਬੀ ਰਿਸ਼ਤੇ-ਨਾਤੇ ਪ੍ਰਬੰਧ ਦੀਆਂ ਸੂਖਮ ਪਰਤਾਂ ਖੰਡਤ ਹੋ ਰਹੀਆਂ ਹਨ। ਇਸ ਤਬਦੀਲੀ ਦੇ ਖਤਰਨਾਕ ਨਤੀਜਿਆਂ ਬਾਰੇ ਵੀ ਚੇਤਨ ਹੋਣ ਦੀ ਲੋੜ ਹੈ, ਪਰ ਅੱਗੇ ਵਿਚਾਰਨ ਵਾਲਾ ਪਹਿਲੂ ਇਹ ਵੀ ਹੈ ਕਿ ਨਿਰੋਲ ਮੰਡੀਕਰਨ ਯੁੱਗ ਵਪਾਰਕ ਹਿੱਤਾਂ ਲਈ ਹੈ। ਇਸ ਦੀ ਭੇਟ ਚੜ੍ਹਨ ਤੋਂ ਬਚਿਆ ਜਾਵੇ।

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### 33. ਨਾਰੀਵਾਦ

**ਸੰਦੀਪ ਕੌਰ**

ਹਜ਼ੂਰ ਐਜੂਕੇਸ਼ਨ ਪੁਆਇੰਟ, ਕੋਟਕਪੂਰਾ।

ਮੋਬਾਇਲ - 97805-31257

ਇਕ ਔਰਤ, ਔਰਤ ਪੈਦਾ ਨਹੀਂ ਹੁੰਦੀ ਸਗੋਂ ਉਸ ਨੂੰ ਸਮਾਜ ਔਰਤ ਬਣਾਉਂਦਾ ਹੈ।

**Simone de Beauvoir**

ਨਾਰੀਵਾਦ ਦਾ ਖੁੱਲਾ ਭਾਵ ਔਰਤਾਂ ਦੀ ਪਹਿਚਾਣ ਅਤੇ ਉਹਨਾਂ ਦੀਆਂ ਇਛਾਵਾਂ ਪ੍ਰਤੀ ਲੋਕਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਨਾ ਹੈ। ਇਸ ਨੂੰ ਕੇਵਲ ਔਰਤਾਂ ਦੇ ਅਧਿਕਾਰਾਂ ਦੀ ਜੰਗ ਨਹੀਂ ਕਿਹਾ ਜਾ ਸਕਦਾ। ਆਕਸਫੋਰਡ ਸ਼ਬਦਕੋਸ਼ ਦੇ ਅਨੁਸਾਰ ਨਾਰੀਵਾਦ ਤੋਂ ਭਾਵ ਉਸ ਵਿਚਾਰ ਅਤੇ ਮਕਸਦ ਤੋਂ ਹੈ ਜਿਸਦੇ ਮੁਤਾਬਿਕ ਔਰਤਾਂ ਨੂੰ ਪੁਰਸ਼ਾਂ ਦੇ ਬਰਾਬਰ ਮੌਕੇ ਅਤੇ ਅਧਿਕਾਰ ਹੋਣੇ ਚਾਹੀਦੇ ਹਨ। webster's New 20<sup>th</sup> Century Dictionary ਵਿੱਚ ਨਾਰੀਵਾਦ ਦਾ ਅਰਥ ਇਸਤਰੀਆਂ ਦੇ ਅਧਿਕਾਰਾਂ ਦਾ ਸਮਰਥਨ, ਇਸਤਰੀਆਂ ਦੀ ਪ੍ਰਗਤੀ ਅਤੇ ਮੁਕਤੀ ਦਾ ਅੰਦੋਲਨ ਹੈ।

ਰਾਜਨੀਤਿਕ ਸ਼ਬਦ ਦੇ ਤੌਰ ਤੇ ਨਾਰੀਵਾਦ ਦਾ ਜਨਮ 20ਵੀਂ ਸਦੀ ਵਿੱਚ ਹੋਇਆ ਅਤੇ ਕੇਵਲ 1960 ਵਿੱਚ ਹੀ ਇਕ ਆਮ ਬੋਲਚਾਲ ਦੀ ਭਾਸ਼ਾ ਵਜੋਂ ਪ੍ਰਚਲਿਤ ਹੋਇਆ। ਡਾਕਟਰੀ ਪੱਧਰ ਤੇ ਇਸਦਾ ਪ੍ਰਯੋਗ ਪਹਿਲੀ ਵਾਰ 19ਵੀਂ ਸਦੀ ਵਿੱਚ ਹੋਇਆ ਮੰਨਿਆ ਜਾਂਦਾ ਹੈ ਜਿਸਦਾ ਮਤਲਬ ਪੁਰਸ਼ਾਂ ਦਾ ਇਸਤਰੀਤਵ ਅਤੇ ਇਸਤਰੀਆਂ ਦੇ ਪੁਰਸ਼ਤਵ ਤੋਂ ਹੈ। ਆਧੁਨਿਕ ਸਮੇਂ ਵਿੱਚ ਨਾਰੀਵਾਦ ਨੂੰ ਆਮ ਕਰਕੇ ਨਾਰੀਵਾਦ ਅੰਦੋਲਨ ਅਤੇ ਔਰਤਾਂ ਦੇ ਸਮਾਜਿਕ ਯੋਗਦਾਨ ਨੂੰ ਵਧਾਉਣ ਤੋਂ ਹੈ। ਇਸ ਤਰ੍ਹਾਂ ਇਸ ਨੂੰ ਦੋ ਪ੍ਰਚਲਿਤ ਵਿਚਾਰਾਂ ਨਾਲ ਜੋੜਿਆ ਜਾ ਸਕਦਾ ਹੈ। 1. ਔਰਤਾਂ ਲਿੰਗ ਦੇ ਆਧਾਰ ਤੇ ਇਕ ਪਛੜਾ ਵਰਗ ਹਨ। 2. ਇਸ ਪਿਛੜੇਪਨ ਨੂੰ ਹਰ ਹੀਲੇ ਦੂਰ ਕਰਨਾ ਚਾਹੀਦਾ ਹੈ। ਇਸ ਤਰ੍ਹਾਂ ਨਾਰੀਵਾਦੀਆਂ ਨੇ ਵਿਭਿੰਨ ਸਮਾਜਾਂ ਵਿੱਚ ਔਰਤਾਂ ਅਤੇ ਪੁਰਸ਼ਾਂ ਦੇ ਰਾਜਨੀਤਿਕ ਸੰਬੰਧਾਂ ਜਿਸ ਵਿੱਚ ਪੁਰਸ਼ਾਂ ਦੀ ਸਰਦਾਰੀ ਅਤੇ ਔਰਤਾਂ ਦੀ ਗੁਲਾਮੀ ਨੂੰ ਬਿਆਨਿਆ ਹੈ। ਨਾਰੀਵਾਦ ਦੇ ਵਿਭਿੰਨ ਰੂਪਾਂ ਵਿੱਚ ਇਸ ਮੁੱਦੇ ਤੇ ਵਖਰੇਵਾਂ ਪਾਇਆ ਜਾਂਦਾ ਹੈ।

ਭਾਵੇਂ ਨਾਰੀਵਾਦ ਆਧੁਨਿਕ ਸਿਧਾਂਤ ਹੈ ਪਰ ਇਸ ਦੇ ਤੱਤ ਪੁਰਾਤਨ ਯੂਨਾਨ ਅਤੇ ਚੀਨ ਵਿੱਚ ਵੀ ਪਾਏ ਜਾਂਦੇ ਹਨ। 1405 ਵਿੱਚ ਇਟਲੀ ਵਿੱਚ Christine de pisan's ਦੀ ਲਿਖਤ book of the city of Ladies ਵਿੱਚ ਉਸ ਸਮੇਂ ਦੀਆਂ ਮਹੱਤਵਪੂਰਨ ਔਰਤਾਂ ਦੇ ਪੜ੍ਹਨ ਅਤੇ ਰਾਜਨੀਤਿਕ ਅਧਿਕਾਰਾਂ ਦੀ ਮੰਗ ਨੂੰ ਬਿਆਨਿਆ ਗਿਆ ਹੈ। ਪਰ 19ਵੀਂ ਸ਼ਤਾਬਦੀ ਤੱਕ ਨਾਰੀਵਾਦ ਨੇ ਇਕ ਸੰਗਠਿਤ ਸਰੂਪ ਨਹੀਂ ਧਾਰਿਆ। ਨਾਰੀਵਾਦ ਤੇ ਪਹਿਲੀ ਲਿਖਤ Mary wolleston craft ਦੀ vindication of Right of woman (1792) ਸੀ ਜਿਹੜੀ ਕਿ ਫਰਾਂਸ ਦੀ ਕ੍ਰਾਂਤੀ ਦੇ ਪਰਿਪੇਖ ਵਿੱਚ ਮੰਨੀ ਜਾਂਦੀ ਹੈ।

ਨਾਰੀਵਾਦੀ ਇਕ ਵਿਸ਼ਵਪੱਧਰੀ ਸੰਕਲਪ ਦੇ ਤੌਰ ਤੇ 20ਵੀਂ ਸਦੀ ਵਿੱਚ ਪ੍ਰਚਲਿਤ ਹੋਇਆ। simone de Beauvoir ਦੀ ਲਿਖਤ the second sex , ਜੋ ਕਿ 1949 ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਿਤ ਹੋਈ ਨੂੰ ਨਾਰੀਵਾਦ ਦੇ ਸਿਧਾਂਤਕ ਵਿਸ਼ਲੇਸ਼ਣ ਦੀ ਮਹੱਤਵਪੂਰਨ ਅਤੇ ਮਸ਼ਹੂਰ ਲਿਖਤ ਮੰਨਿਆ ਗਿਆ ਹੈ।

ਨਾਰੀਵਾਦ ਆਧੁਨਿਕ ਯੁੱਗ ਦੀ ਮਹੱਤਵਪੂਰਨ ਵਿਚਾਰਧਾਰਾ ਅਤੇ ਅੰਦੋਲਨ ਹੈ। ਵਿਚਾਰਧਾਰਾ ਦੇ ਰੂਪ ਵਿੱਚ ਇਹ ਨਾਰੀ ਜਾਂ ਔਰਤ ਨੂੰ ਵਿਵੇਕਸ਼ੀਲ ਮਾਨਵ ਪ੍ਰਾਣੀ ਮੰਨਦੀ ਹੈ। ਮਰਦ ਪ੍ਰਧਾਨ ਸਮਾਜ ਵਿੱਚ ਔਰਤਾਂ ਤੇ ਹੋਣ ਵਾਲੇ ਜੁਲਮ ਅਤੇ

ਸ਼ੋਸ਼ਣ ਦਾ ਵਿਰੋਧ ਕਰਦੀ ਹੈ। ਸੁਤੰਤਰ ਵਿਅਕਤੀਆਂ ਦੇ ਸੁਭਾਅ ਦੇ ਸੰਬੰਧ ਵਿਚ ਔਰਤਾਂ ਅਤੇ ਮਰਦਾਂ ਦੀ ਬਰਾਬਰ ਮਹੱਤਤਾ ਸਵੀਕਾਰ ਕਰਦੀ ਹੈ। ਔਰਤਾਂ ਨੂੰ ਪੁਰਸ਼ਾਂ ਦੇ ਬਰਾਬਰ ਸਮਾਜਿਕ, ਸੱਭਿਆਚਾਰਕ, ਰਾਜਨੀਤਿਕ ਅਤੇ ਆਰਥਿਕ ਅਧਿਕਾਰ ਦੁਆਉਣਾ ਚਾਹੁੰਦੀ ਹੈ। ਪਿੱਤਰ ਪ੍ਰਣਾਲੀ ਦੀਆਂ ਸੰਸਥਾਵਾਂ ਵਿਆਹ ਅਤੇ ਪਰਿਵਾਰ ਵਿਚ ਤਬਦੀਲੀ ਕਰਨਾ ਚਾਹੁੰਦੀ ਹੈ। ਅੰਦੋਲਨ ਦੇ ਰੂਪ ਵਿਚ ਨਾਰੀਵਾਦ ਇਸਤਰੀਆਂ ਦੀ ਸਮਾਜ ਵਿਚ ਆਪਣੇ ਢੰਗ ਨਾਲ ਜੀਵਨ ਬਤੀਤ ਕਰਨ ਅਤੇ ਆਪਣੀਆਂ ਸਮੱਰਥਾਵਾਂ ਦਾ ਪੂਰਨ ਵਿਕਾਸ ਕਰਨ ਦੇ ਲਈ, ਉਹਨਾਂ ਵਿੱਚ ਚੇਤਨਾ ਪੈਦਾ ਕਰਕੇ ਉਹਨਾਂ ਨੂੰ ਵਿਭਿੰਨ ਸਮੂਹਾਂ ਅਤੇ ਸੰਗਠਨਾਂ ਵਿੱਚ ਸੰਗਠਿਤ ਕਰਨਾ ਚਾਹੁੰਦੀ ਹੈ। ਨਾਰੀਵਾਦ ਅੰਦੋਲਨ ਦਾ ਉਦੇਸ਼ ਔਰਤਾਂ ਨੂੰ ਪੁਰਸ਼ਾਂ, ਵਿਆਹ ਅਤੇ ਪਰਿਵਾਰ ਦੇ ਦਮਨ ਤੋਂ ਮੁਕਤੀ ਦੁਆ ਕੇ ਉਹਨਾਂ ਨੂੰ ਕ੍ਰਿਆਸ਼ੀਲ ਅਤੇ ਮਹੱਤਵਪੂਰਨ ਭੂਮਿਕਾਵਾਂ ਨਿਭਾਉਣ ਦੇ ਯੋਗ ਬਣਾਉਂਦਾ ਹੈ।

Oxford dictionary ਦੇ ਅਨੁਸਾਰ, “ਨਾਰੀਵਾਦ ਲਿੰਗ ਦੀ ਸਮਾਨਤਾ ਦੇ ਆਧਾਰ ਤੇ ਇਸਤਰੀਆਂ ਦੇ ਅਧਿਕਾਰਾਂ ਦਾ ਸਮਰਥਨ ਹੈ।”<sup>17</sup>

ਮੂਲ ਨਾਰੀਵਾਦ ਵਿਚਾਰ ਇਹ ਹੈ ਕਿ ਬੁਨਿਆਦੀ ਮਹੱਤਵ ਦੀ ਦ੍ਰਿਸ਼ਟੀ ਤੋਂ ਪੁਰਸ਼ਾਂ ਅਤੇ ਔਰਤਾਂ ਵਿਚ ਕੋਈ ਭੇਦ ਨਹੀਂ ਹੈ। ਇਸ ਪੱਧਰ ਤੇ ਸਮਾਜ ਵਿਚ ਮਰਦ-ਪ੍ਰਾਣੀ ਜਾਂ ਇਸਤਰੀ-ਪ੍ਰਾਣੀ ਨਹੀਂ ਸਗੋਂ ਇਹ ਸਿਰਫ ਮਨੁੱਖੀ ਪ੍ਰਾਣੀ ਜਾਂ ਵਿਅਕਤੀ ਹਨ।

ਵਿਆਪਕ ਰੂਪ ਤੋਂ ਨਾਰੀਵਾਦ ਦਾ ਜ਼ਰੂਰੀ ਵਿਚਾਰ ਨਾਰੀ ਦੀ ਮਰਦ ਨਾਲ ਬਰਾਬਰੀ ਹੈ।<sup>19</sup>

ਔਰਤ ਅਤੇ ਮਰਦ ਦੀ ਬਰਾਬਰ ਮਹੱਤਤਾ ਦਾ ਇਹ ਅਰਥ ਨਹੀਂ ਕਿ ਮਨੁੱਖੀ ਪ੍ਰਾਣੀਆਂ ਦੀਆਂ ਬਰਾਬਰ ਮਾਨਸਿਕ ਜਾਂ ਸਰੀਰਕ ਸਮਰਥਾਵਾਂ ਹੁੰਦੀਆਂ ਹਨ। ਬਰਾਬਰ ਮਹੱਤਤਾ ਦਾ ਪਹਿਲਾ ਅਰਥ ਇਹ ਹੈ ਕਿ ਸੁਤੰਤਰ ਪ੍ਰਾਣੀ ਹੋਣ ਦੇ ਨਾਤੇ ਸਾਰੇ ਵਿਅਕਤੀ ਸਵੈ-ਨਿਰਧਾਰਤ ਉਦੇਸ਼ਾਂ ਦੀ ਪ੍ਰਾਪਤੀ ਦੇ ਲਈ ਆਪਣੇ ਆਪ ਨੂੰ ਨਿਰਦੇਸ਼ ਦੇਣ ਦੀ ਸਮਰੱਥਾ ਰੱਖਦੇ ਹਨ। ਦੂਸਰਾ ਇਹ ਸਵੈ-ਨਿਰਦੇਸ਼ਨ ਦੀ ਸਮਰੱਥਾ ਦੇ ਸੰਬੰਧ ਵਿੱਚ ਸਾਰੇ ਵਿਅਕਤੀਆਂ ਦਾ ਇਕੋ ਜਿਹਾ ਮਹੱਤਵ ਹੈ। ਇਸ ਸਵੈ-ਨਿਰਦੇਸ਼ਤ ਸਮਰੱਥਾ ਦੀ ਵਰਤੋਂ ਕਿਵੇਂ ਕਰਨੀ ਹੈ? ਇਸ ਸੰਬੰਧ ਵਿੱਚ ਵਿਅਕਤੀਵਾਦੀਆਂ, ਸਮਾਜਵਾਦੀਆਂ ਅਤੇ ਕ੍ਰਾਂਤੀਕਾਰੀ ਚਿੰਤਕਾਂ ਦੇ ਵਿਚਾਰਾਂ ਵਿਚ ਫਰਕ ਹੈ। ਵਿਅਕਤੀਵਾਦੀ ਉਦਾਰਵਾਦੀ ਪਰੰਪਰਾ ਦੇ ਅਨੁਸਾਰ ਵਿਅਕਤੀ ਦੇ ਖੁਦ ਨਿਰਦੇਸ਼ਨ ਦੀ ਸੁਤੰਤਰਤਾ ਸਿਰਫ ਸਮਾਜ ਦਾ ਮੈਂਬਰ ਹੋਣ ਦੇ ਨਾਤੇ ਵਿਅਕਤੀਆਂ ਦੇ ਸਮੂਹਿਕ ਕੰਮ ਕਰਨ ਵਿਚ ਹੈ। ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ ਇਸਤਰੀਆਂ ਦੀ ਸੁਤੰਤਰਤਾ ਦੇ ਸੰਬੰਧ ਵਿਚ ਵਿਅਕਤੀਵਾਦੀ ਅਤੇ ਸਮਾਜਵਾਦੀ ਦੋਨਾਂ ਪਰੰਪਰਾਵਾਂ ਨੂੰ ਪੂਰਨ ਨਹੀਂ ਸਮਝਦੇ। ਉਹਨਾਂ ਦੇ ਅਨੁਸਾਰ ਇਹ ਦੋਨੋਂ ਪਰੰਪਰਾਵਾਂ ਇਸਤਰੀ ਦੇ ਦਮਨ ਅਤੇ ਸ਼ੋਸ਼ਣ ਦੇ ਪ੍ਰਸ਼ਨ ਨੂੰ ਅਣਛੋਹਿਆ ਛੱਡ ਦਿੰਦੀਆਂ ਹਨ। ਔਰਤਾਂ ਦੇ ਦਮਨ ਦਾ ਬੁਨਿਆਦੀ ਕਾਰਨ ਜੀਵਨ ਦਾ ਉਹ ਰੂਪ ਨਹੀਂ ਜੋ ਕੁਝ ਮਰਦਾਂ ਦਾ ਦਮਨ ਕਰਦਾ ਹੈ। ਨਾਗਰਿਕ ਰਾਜਨੀਤਕ ਅਧਿਕਾਰਾਂ, ਜਾਇਦਾਦ ਦੀ ਘਾਟ ਅਤੇ ਮਜ਼ਦੂਰਾਂ ਦਾ ਸ਼ੋਸ਼ਣ ਨਹੀਂ ਸਗੋਂ ਇਹ ਜੀਵਨ ਦਾ ਵਿਸ਼ੇਸ਼ ਰੂਪ ਹੈ। ਜਿਸ ਨੂੰ ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ ਪਿਤਾ-ਪੁਰਖੀ ਜਾਂ ਮਰਦ ਦਾ ਸ਼ਾਸਨ ਕਹਿੰਦੇ ਹਨ ਜਿਸਦੇ ਰਾਹੀਂ ਮਰਦ ਸਾਰੀਆਂ ਸ਼੍ਰੇਣੀ ਸਮਾਜਿਕ ਭੂਮਿਕਾਵਾਂ ਪ੍ਰਾਪਤ ਕਰ ਲੈਂਦੇ ਹਨ ਅਤੇ ਔਰਤਾਂ ਨੂੰ ਅਧੀਨਤਾ ਅਤੇ ਸ਼ੋਸ਼ਿਤ ਸਥਿਤੀ ਵਿਚ ਰੱਖਦੇ ਹਨ।

### **ਨਾਰੀਵਾਦੀ ਵਿਚਾਰਧਾਰਾ ਦੇ ਤਿੰਨ ਪੜਾਅ ਹਨ-**

1. ਉਦਾਰਵਾਦੀ ਨਾਰੀਵਾਦ- ਪਹਿਲੀ ਧਾਰਾ ਉਦਾਰਵਾਦੀ ਨਾਰੀਵਾਦ ਦੀ ਵਿਚਾਰਧਾਰਾ ਦਾ ਪ੍ਰਮੁੱਖ ਸਮਰਥਕ ਜੋਹਨ ਲਾਕ ਸੀ। ਪਰਿਵਾਰ ਦੀ ਸੰਸਥਾ ਦਾ ਵਰਨਣ ਕਰਦੇ ਹੋਏ ਲਾਕ ਵਿਆਹ ਦੇ ਸੰਬੰਧ ਵਿਚ ਉਦਾਰਵਾਦੀ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਅਪਣਾਉਂਦਾ ਹੈ। ਉਹ ਵਿਆਹ ਨੂੰ ਸੁਤੰਤਰ ਇਕਾਈਆਂ ਦੇ ਵਿਚਕਾਰ ਸਮਝੌਤਾ ਕਹਿੰਦਾ ਹੈ। ਇਸ ਦਾ ਅਰਥ ਹੈ ਕਿ ਔਰਤ ਨੂੰ ਸੁਤੰਤਰ ਵਿਅਕਤੀ ਦੇ ਰੂਪ ਚ ਉਹ ਸਭ ਬੁਨਿਆਦੀ ਅਧਿਕਾਰ ਪ੍ਰਾਪਤ ਹਨ ਜੋ ਮਰਦ ਨੂੰ ਪ੍ਰਾਪਤ ਹਨ। ਕੁਦਰਤੀ ਨਿਯਮਾਂ ਦੀਆਂ ਹੱਦਾਂ ਦੇ ਅਧੀਨ ਇਸਤਰੀ ਨੂੰ ਆਪਣੇ ਜੀਵਨ ਦੇ ਬਾਰੇ ਉਹ ਫੈਸਲਾ ਕਰਨ ਦਾ ਅਧਿਕਾਰ ਹੈ ਜੋ ਉਹ ਚਾਹੁੰਦੀ ਹੈ। ਜੇ ਵਿਆਹ ਨੂੰ ਸਮਝੌਤਾ ਮੰਨ ਲਿਆ ਜਾਵੇ ਤਾਂ ਉਹ ਸੰਯੋਗ ਜੋ ਵਿਆਹ ਤੋਂ ਪੈਦਾ ਹੁੰਦਾ ਹੈ, ਉਸਦਾ ਆਧਾਰ ਸੰਬੰਧਿਤ ਪੱਖਾਂ ਦੀ ਸਹਿਮਤੀ ਹੈ। ਇਹ ਪੱਖ ਸੰਯੋਗ ਦੇ ਸੰਬੰਧਾਂ ਵਿਚ ਸੁਤੰਤਰ ਅਤੇ ਸਮਾਨ ਸਵੈ-ਸ਼ਾਸਿਤ ਸਵਿਅਕਤੀ

ਹੋਣੇ ਚਾਹੀਦੇ ਹਨ, ਪਰ ਲਾਕ ਅਨੁਸਾਰ ਵਿਆਹ ਨੂੰ ਸਮਝੋਤਾ ਮੰਨਣ ਦਾ ਅਰਥ ਇਹ ਨਹੀਂ ਕਿ ਜੋ ਪੱਖ ਸਮਝੋਤੇ ਤੋਂ ਪਹਿਲਾਂ ਸੁਤੰਤਰ ਅਤੇ ਸਮਾਨ ਹਨ ਉਹ ਵਿਆਹ ਦੇ ਬਾਅਦ ਪਤੀ ਅਤੇ ਪਤਨੀ ਦੇ ਸੰਬੰਧ ਵਿਚ ਵੀ ਸਮਾਨ ਰਹਿਣਗੇ। ਲਾਕ ਪਤੀ ਅਤੇ ਪਤਨੀ ਦੇ ਸੰਬੰਧ ਵਿਚ ਵੀ ਪੁਰਸ਼ਾਂ ਨੂੰ ਸ਼੍ਰੇਸ਼ਠ ਸਥਿਤੀ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ, ਕਿਉਂਕਿ ਪੁਰਸ਼ ਸ਼ਕਤੀਸ਼ਾਲੀ ਤੇ ਜਿਆਦਾ ਯੋਗ ਹੈ। ਇਸ ਲਈ ਉਹ ਵਿਆਹ ਦੀ ਸਾਂਝੇਦਾਰੀ ਵਿਚ ਅਗਵਾਈ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ। ਇਸ ਨੂੰ ਅਸੀਂ ਪਰਿਵਾਰ ਵਿਚ ਪਤੀ ਦਾ ਸੰਵਿਧਾਨਕ ਸ਼ਾਸ਼ਨ ਕਹਿ ਸਕਦੇ ਹਾਂ ਜੋ ਕਿ ਕੁਲ ਪਤੀ ਦੇ ਨਿਰੰਕੁਸ਼ ਸ਼ਾਸ਼ਨ ਨਾਲੋਂ ਭਿੰਨ ਹੈ।

ਮੇਰੀ ਵੋਲਸਟੋਨ ਕਰਾਫਟ ਜੋ ਇਕ ਬ੍ਰਿਟਿਸ਼ ਔਰਤ ਸੀ ਅਤੇ ਜਵਾਨ ਅਵਸਥਾ ਵਿਚ ਲੰਡਨ ਵਿਖੇ ਇਕ ਸਕੂਲ ਚਲਾਉਂਦੀ ਸੀ। ਉਸਨੇ ਇਸਤਰੀ-ਪ੍ਰਸ਼ਨ ਤੇ ਆਪਣੇ ਵਿਚਾਰਾਂ 1792 ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਿਤ ਆਪਣੀ ਪ੍ਰਸਿੱਧ ਪੁਸਤਕ “A vindication of Rights of women” ਵਿਚ ਪ੍ਰਗਟਾਏ ਹਨ ਉਸ ਅਨੁਸਾਰ ਇਸਤਰੀਆਂ ਸਭ ਤੋਂ ਪਹਿਲਾਂ ਮਨੁੱਖੀ ਪ੍ਰਾਣੀ ਹਨ, ਲਿੰਗਕ ਪ੍ਰਾਣੀ ਨਹੀਂ ਹਨ। ਇਸ ਲਈ ਇਸਤਰੀ ਦਾ ਪਹਿਲਾਂ ਉਦੇਸ਼ ਮਨੁੱਖ ਪ੍ਰਾਣੀ ਦੇ ਰੂਪ ਵਿਚ ਆਪਣੇ ਜੀਵਨ ਦੀ ਪੂਰਨਤਾ ਪ੍ਰਾਪਤ ਕਰਨਾ ਹੈ, ਲਿੰਗ ਪ੍ਰਾਣੀ ਦੇ ਰੂਪ ਵਿਚ ਨਹੀਂ। ਮੇਰੀ ਅਨੁਸਾਰ ਇਸਤਰੀਆਂ ਪੁਰਸ਼ਾਂ ਦੇ ਬਰਾਬਰ ਵਿਵੇਕਪੂਰਨ ਪ੍ਰਾਣੀ ਹਨ ਅਤੇ ਆਪਣੇ ਆਪ ਨੂੰ ਵਿਵੇਕ ਰਾਹੀਂ ਸ਼ਾਸਤ ਕਰਨ ਦੇ ਯੋਗ ਸਮਝਦੀਆਂ ਹਨ। ਮੇਰੀ ਇਸ ਧਾਰਨਾ ਨੂੰ ਰੱਦ ਕਰਦੀ ਹੈ ਕਿ ਮਰਦਾਂ ਦੇ ਮੁਕਾਬਲੇ ਔਰਤਾਂ ਨੀਵੇਂ ਪੱਧਰ ਦੀਆਂ ਯੋਗਤਾਵਾਂ ਰੱਖਦੀਆਂ ਹਨ। ਉਸ ਅਨੁਸਾਰ ਇਸਤਰੀ ਦੀਆਂ ਅਸਲੀ ਯੋਗਤਾਵਾਂ ਤਾਂ ਹੀ ਨਿਰਧਾਰਤ ਹੋ ਸਕਦੀਆਂ ਹਨ ਜਦੋਂ ਉਹਨਾਂ ਨੂੰ ਆਜ਼ਾਦੀ ਮਿਲ ਜਾਵੇ ਅਤੇ ਉਹਨਾਂ ਨੂੰ ਆਪਣੀਆਂ ਯੋਗਤਾਵਾਂ ਵਿਕਸਤ ਕਰਨ ਦੇ ਮੌਕੇ ਅਤੇ ਸਿੱਖਿਆ ਅਤੇ ਸਮਾਜਿਕ ਬਰਾਬਰਤਾ ਪ੍ਰਾਪਤ ਹੋਵੇ।

ਇਕ ਹੋਰ ਚਿੰਤਕ ਮਾਰਗਰੇਟ ਫੁਲਰ ਦੀ ਨਾਰੀ ਪ੍ਰਸ਼ਨ ਦੇ ਵਿਚਾਰ ਉਸਦੀ 1945 ਈਸਵੀ ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਿਤ ਪੁਸਤਕ “women in the nineteenth century” ਵਿੱਚ ਮਿਲਦੇ ਹਨ। ਫੁਲਰ ਅਨੁਸਾਰ ਔਰਤ ਇੱਕ ਅਨੰਦ ਪ੍ਰਾਣੀ ਹੈ। ਇਹ ਆਪਣੇ ਆਪ ਵਿਚ ਇਕ ਉਦੇਸ਼ ਹੈ। ਇਸ ਲਈ ਉਸਦੇ ਨਾਲ ਕਿਸੇ ਹੋਰ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰੱਖਦੇ ਹੋਏ ਨਹੀਂ ਸਗੋਂ ਆਪਣੇ ਆਪ ਵਿਚ ਉਦੇਸ਼ ਹੋਣ ਦੇ ਨਾਤੇ ਸਲੂਕ ਕੀਤਾ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ। ਔਰਤ ਦੀ ਬੁਨਿਆਦੀ ਲੋੜ ਆਜ਼ਾਦੀ ਹੈ। ਉਸਦੀ ਲੋੜ ਸੱਤਾ ਪ੍ਰਾਪਤ ਕਰਨ ਦੇ ਲਈ ਨਹੀਂ ਸਗੋਂ ਉਸਦੇ ਸੁਭਾਅ ਅਤੇ ਬੁੱਧੀ ਦੇ ਵਿਕਸਤ ਹੋਣ ਅਤੇ ਉਸਦੀ ਆਤਮਾ ਦੇ ਆਜ਼ਾਦ ਅਤੇ ਰੋਕ ਰਹਿਣ ਦੇ ਲਈ ਹੈ। ਆਤਮ ਨਿਰਭਰਤਾ ਦਾ ਉਦੇਸ਼ ਸਵੈ ਸਹਾਇਤਾ ਅਤੇ ਸਵੈ ਅਭਿਆਨ ਰਾਹੀਂ ਪ੍ਰਾਪਤ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਜੇ ਆਜ਼ਾਦ ਪ੍ਰਾਣੀ ਹੋਣ ਦੇ ਨਾਤੇ ਔਰਤ ਦੀਆਂ ਸ਼ਕਤੀਆਂ ਵਿਕਸਤ ਹੁੰਦੀਆਂ ਹਨ, ਤਾਂ ਉਹ ਕਿਸੇ ਵੀ ਪ੍ਰਕਾਰ ਦੇ ਸੰਬੰਧ ਵਿੱਚ ਯੋਗ ਸਿੱਧ ਹੋ ਸਕਦੀ ਹੈ। ਫੁਲਰ ਇਸਤਰੀਆਂ ਲਈ ਆਜ਼ਾਦੀ ਅਤੇ ਬਰਾਬਰੀ ਦਾ ਸਮਰਥਨ ਕਰਦੀ ਹੈ। ਜਿਨ੍ਹਾਂ ਦੀ ਮੰਗ ਅਮਰੀਕਾ ਅਤੇ ਫਰਾਂਸੀਸੀ ਕ੍ਰਾਂਤੀਆਂ ਦੇ ਸਮੇਂ ਕੀਤੀ ਗਈ ਸੀ। ਇਸਤਰੀਆਂ ਨੂੰ ਪੁਰਸ਼ਾਂ ਦੇ ਬਰਾਬਰ ਨਾਗਰਿਕ ਅਤੇ ਰਾਜਨੀਤਕ ਅਧਿਕਾਰ ਪ੍ਰਾਪਤ ਹੋਣੇ ਚਾਹੀਦੇ ਹਨ। ਨਾਗਰਿਕ ਅਧਿਕਾਰਾਂ ਵਿੱਚ ਖਾਸ ਤੌਰ ਤੇ ਔਰਤਾਂ ਨੂੰ ਮਰਦਾਂ ਦੇ ਬਰਾਬਰ ਜਾਇਦਾਦ ਵਿਚ ਅਧਿਕਾਰ ਅਤੇ ਕਿਸੇ ਵੀ ਪੈਸੇ ਜਾਂ ਧੰਦੇ ਨੂੰ ਅਪਣਾਉਣ ਦਾ ਅਧਿਕਾਰ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ।

ਮਿਲ ਦੇ ਅਨੁਸਾਰ ਔਰਤਾਂ ਦੇ ਲਈ ਬਰਾਬਰੀ ਨੂੰ ਨਿਸ਼ਚਿਤ ਬਣਾਉਣ ਦੇ ਲਈ ਇਹ ਜ਼ਰੂਰੀ ਹੈ ਕਿ ਵਿਆਹ ਸਮਝੋਤੇ ਵਿਚ ਤਬਦੀਲੀ ਕੀਤੀ ਜਾਵੇ। ਇਹ ਸਮਝੋਤਾ ਕਾਨੂੰਨ ਦੇ ਸਾਹਮਣੇ ਵਿਆਹੁਤਾ ਵਿਅਕਤੀਆਂ ਦੀ ਬਰਾਬਰੀ ਤੇ ਆਧਾਰਿਤ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ। ਇਹ ਪਰਿਵਾਰਕ ਜੀਵਨ ਵਿੱਚ ਖੁਸ਼ੀ ਦੀ ਸ਼ਰਤ ਹੈ। ਦੂਸਰਾ ਵਿਆਹੁਤਾ ਇਸਤਰੀ ਨੂੰ ਆਪਣੀ ਜਾਇਦਾਦ ਅਤੇ ਕਮਾਈ ਤੇ ਪੂਰਾ ਅਧਿਕਾਰ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ। ਤੀਸਰਾ ਇਸਤਰੀ ਨੂੰ ਕਿਸੇ ਵੀ ਪੈਸੇ ਜਾਂ ਧੰਦੇ ਵਿਚ ਦਾਖਲ ਹੋਣ ਦਾ ਅਧਿਕਾਰ ਹੋਣਾ ਚਾਹੀਦਾ ਹੈ। ਮਿਲ ਦਾ ਕਹਿਣਾ ਹੈ ਕਿ ਇਸ ਸੰਬੰਧ ਵਿਚ ਇਸਤਰੀ ਦੀ ਕਾਨੂੰਨੀ ਅਯੋਗਤਾ, ਉਸਦੀ ਪਰਿਵਾਰ ਵਿਚ ਅਧੀਨਤਾ ਬਣਾਈ ਰੱਖਦੀ ਹੈ। ਚੌਥੀ ਨਾਗਰਿਕ ਅਧਿਕਾਰਾਂ ਦੇ ਇਲਾਵਾ ਇਸਤਰੀ ਨੂੰ ਵੋਟ ਦਾ ਅਧਿਕਾਰ ਮਿਲਣਾ ਚਾਹੀਦਾ ਹੈ। ਉਹਨਾਂ ਦਾ ਚੁਣੇ ਜਾਣ ਵਿੱਚ ਹਿੱਸਾ ਲੈਣ ਜਿਨ੍ਹਾਂ ਰਾਹੀਂ ਵਿਅਕਤੀ ਸ਼ਾਸਿਤ ਹੁੰਦਾ ਹੈ। ਹਰੇਕ ਵਿਅਕਤੀ ਦੀ ਸਵੈ ਰੱਖਿਆ ਦੀ ਜ਼ਰੂਰੀ ਸ਼ਰਤ ਹੈ।

ਬੈਟੀ ਫਰਾਇਡਨ ਅਮਰੀਕਾ ਵਿਚ ਦੂਸਰੇ ਮਹਾਂਯੁੱਧ ਦੇ ਬਾਅਦ ਨਾਰੀ ਸ਼ਕਤੀ ਅੰਦੋਲਨ ਦੇ ਉਦਾਰਵਾਦੀ ਸੰਸਥਾਪਕਾਂ ਵਿਚੋਂ ਹਨ। ਬੈਟੀ ਆਪਣੇ ਵਿਚਾਰ 1963 ਈ ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਿਤ ਹੋਈ ਪ੍ਰਸਿੱਧ ਪੁਸਤਕ ‘The feminism

mystique' ਵਿਚ ਪੇਸ਼ ਕਰਦੀ ਹੈ। ਇਸ ਪੁਸਤਕ ਨੇ ਇਸਤਰੀਆਂ ਵਿੱਚ ਉਹਨਾਂ ਦੀ ਸਮਾਜ ਵਿੱਚ ਵਰਤਮਾਨ ਸਥਿਤੀ ਦੇ ਪ੍ਰਤੀ ਬੇਚੈਨੀ ਜਾਗ੍ਰਿਤ ਕਰਨ ਅਤੇ ਨਾਰੀ ਅੰਦੋਲਨ ਨੂੰ ਨਵੀਂ ਦਿਸ਼ਾ ਪ੍ਰਦਾਨ ਕਰਨ ਵਿੱਚ ਮਹੱਤਵਪੂਰਨ ਭੂਮਿਕਾ ਨਿਭਾਈ ਹੈ। ਫਰਾਇਡਨ ਦੀ ਇਹ ਰਚਨਾ ਇਸ ਅਰਥ ਵਿੱਚ ਵਿਅਕਤੀਵਾਦੀ ਹੈ ਕਿ ਉਸਦੀ ਬੁਨਿਆਦੀ ਕਦਰ-ਕੀਮਤ ਉਹ ਹੈ ਜਿਸਨੂੰ ਉਹ ਸੁਤੰਤਰਤਾ ਲਈ ਬੇਜੋੜ ਮਨੁੱਖੀ ਸਮੱਰਥਾ ਕਹਿੰਦਾ ਹੈ। ਇਸ ਦਾ ਅਰਥ ਵਿਅਕਤੀਆਂ ਨੂੰ ਆਪਣੇ ਭਵਿੱਖ ਦੇ ਨਿਸ਼ਾਨੇ ਰਾਹੀਂ ਆਪਣੇ ਆਪ ਨੂੰ ਨਿਰੂਪਤ ਕਰਨ ਦੀ ਸਮਰਥਾ ਹੈ। ਅਜਿਹਾ ਨਾਗਰਿਕ ਸਮਾਜ ਜਿਸ ਵਿੱਚ ਵਿਅਕਤੀਆਂ ਨੂੰ ਆਪਣੇ ਲਈ ਵਿਸ਼ੇਸ਼ ਜੀਵਨ ਚੁਣਨ ਦਾ ਅਧਿਕਾਰ ਹੈ। ਆਜ਼ਾਦੀ ਦੇ ਲਈ ਸਮੱਰਥਾ ਅਤੇ ਆਜ਼ਾਦੀ ਦੀ ਮਹੱਤਤਾ ਮਰਦਾਂ ਅਤੇ ਔਰਤਾਂ ਦੇ ਲਈ ਬਰਾਬਰ ਹੈ। ਇਹ ਨਾ ਮਰਦਾਨਗੀ ਹੈ ਨਾ ਹੀ ਔਰਤਪੁਣਾ ਹੈ ਸਗੋਂ ਮਨੁੱਖਤਾ ਹੈ।

ਸਮਾਜਵਾਦੀ ਚਿੰਤਨ ਤੋਂ ਪਹਿਲਾਂ ਇਕ ਚਿੰਤਕ ਵਿਲੀਅਮ ਥਾਮਸਨ ਰਾਬਰਟ ਓਵਨ ਰਾਹੀਂ ਚਲਾਏ ਗਏ ਸਹਿਕਾਰੀ ਸੰਘ ਅੰਦੋਲਨ ਦਾ ਸਮਰਥਕ ਸੀ। ਉਸਦਾ ਕਹਿਣਾ ਹੈ ਕਿ ਪੁਰਸ਼ਾਂ ਅਤੇ ਔਰਤਾਂ ਦੀ ਪੂਰੀ ਬਰਾਬਰੀ ਸਿਰਫ਼ ਭਵਿੱਖ ਅਤੇ ਸਹਿਕਾਰੀ ਸਮਾਜ ਵਿੱਚ ਹੀ ਪ੍ਰਾਪਤ ਹੋ ਸਕਦੀ ਹੈ। ਇਸਤਰੀਆਂ ਨੂੰ ਸਥਿਤੀ ਸੁਧਾਰਨ ਅਤੇ ਭਵਿੱਖ ਵਿੱਚ ਪੂਰੀ ਬਰਾਬਰੀ ਭੋਗਣ ਦੇ ਲਈ ਆਪਣੇ ਆਪ ਨੂੰ ਘਰੇਲੂ ਗੁਲਾਮੀ ਤੋਂ ਮੁਕਤ ਕਰਾਉਣਾ ਚਾਹੀਦਾ ਹੈ ਅਤੇ ਮੁਕਾਬਲੇ ਵਾਲੇ ਸਮਾਜ ਵਿੱਚ ਬਰਾਬਰ ਨਾਗਰਿਕ ਅਤੇ ਰਾਜਨੀਤਕ ਅਧਿਕਾਰਾਂ ਦੀ ਮੰਗ ਕਰਨੀ ਚਾਹੀਦੀ ਹੈ। ਭਵਿੱਖ ਦਾ ਸਹਿਕਾਰੀ ਸਮਾਜ ਸਦਾ ਦੇ ਲਈ ਪੂਰੀ ਬਰਾਬਰੀ ਸਥਾਪਿਤ ਕਰੇਗਾ ਅਤੇ ਮਰਦ ਅਤੇ ਇਸਤਰੀ ਦੋਨਾਂ ਦੇ ਲਈ ਆਪਸੀ ਸੁਖ ਨੂੰ ਯਕੀਨੀ ਬਣਾਏਗਾ। ਸਹਿਕਾਰੀ ਸਮਾਜ ਅਜਿਹੇ ਛੋਟੇ ਛੋਟੇ ਸਮੁਦਾਇ ਦਾ ਸੰਘ ਹੋਏਗਾ ਜਿਸ ਵਿੱਚ ਮਰਦ ਅਤੇ ਔਰਤਾਂ ਆਪਸੀ ਸੁੱਖ ਦੇ ਲਈ ਇਕ ਦੂਸਰੇ ਨਾਲ ਸਹਿਯੋਗ ਨਾਲ ਕੰਮ ਕਰਨਗੇ। ਉਹਨਾਂ ਦੀਆਂ ਚੀਜ਼ਾਂ ਅਤੇ ਆਨੰਦ ਦੇ ਸਾਧਨ ਸਭ ਦੀ ਸਾਂਝੀ ਜਾਇਦਾਦ ਹੋਣਗੇ ਜਿਸ ਵਿੱਚ ਨਿੱਜੀ ਜਾਇਦਾਦ ਅਤੇ ਮੁਕਾਬਲੇ ਦਾ ਸਦਾ ਲਈ ਖਾਤਮਾ ਕਰ ਦਿੱਤਾ ਜਾਏਗਾ। ਔਰਤਾਂ ਨੂੰ ਸਹਿਕਾਰੀ ਸਮਾਜ ਦਾ ਸਭ ਤੋਂ ਵੱਡਾ ਲਾਭ ਇਹ ਹੋਵੇਗਾ ਕਿ ਉਹਨਾਂ ਨੂੰ ਆਪਣੇ ਪਤੀਆਂ ਤੇ ਨਿਰਭਰਤਾ ਤੋਂ ਮੁਕਤ ਕਰ ਦਿੱਤਾ ਜਾਵੇਗਾ।

ਉਦਾਰ ਨਾਰੀਵਾਦ ਦਾ ਮੂਲ ਦਾਰਸ਼ਨਿਕ ਅਧਾਰ ਵਿਅਕਤੀਵਾਦੀ ਨਿਯਮ ਹਨ। ਇਸ ਤੋਂ ਭਾਵ ਹੈ ਕਿ ਵਿਅਕਤੀ ਨੈਤਿਕ ਤੌਰ 'ਤੇ ਬਰਾਬਰ ਹਨ। ਸਾਰੇ ਵਿਅਕਤੀ ਲਿੰਗ, ਨਸਲ, ਰੰਗ, ਮਤ ਅਤੇ ਧਰਮ ਦੇ ਆਧਾਰ 'ਤੇ ਬਰਾਬਰ ਹਨ। ਉਦਾਰ ਨਾਰੀਵਾਦ ਵਾਸਤਵਿਕ ਤੌਰ ਤੇ ਸੁਧਾਰਵਾਦੀ ਹੈ। ਇਸ ਅਨੁਸਾਰ ਜਨਤਕ ਜੀਵਨ ਵਿੱਚ ਔਰਤਾਂ ਅਤੇ ਮਰਦਾਂ ਵਿੱਚ ਬਰਾਬਰ ਦਾ ਮੁਕਾਬਲਾ ਹੋਵੇ। ਸੁਧਾਰ ਜਨਤਕ ਜਿੰਦਗੀ ਵਿੱਚ ਬਰਾਬਰ ਦੇ ਅਧਿਕਾਰ ਕਾਇਮ ਕਰਨ ਲਈ ਜ਼ਰੂਰੀ ਹਨ ਜਿਵੇਂ ਕਿ ਸਿੱਖਿਆ ਦਾ ਅਧਿਕਾਰ, ਵੋਟ ਦਾ ਅਧਿਕਾਰ, ਕੋਈ ਵੀ ਕਿੱਤਾ ਚੁਣਨ ਦਾ ਅਧਿਕਾਰ ਆਦਿ। ਇਸ ਤਰ੍ਹਾਂ ਨਾਲ ਉਦਾਰ ਨਾਰੀਵਾਦ ਵਿਕਸਿਤ ਸਮਾਜਾਂ ਵਿਚਲੀਆਂ ਗੋਰੀਆਂ ਮੁੱਖ ਸ਼੍ਰੇਣੀ ਔਰਤਾਂ ਦੇ ਹੱਕਾਂ ਦੀ ਪ੍ਰਤੀਨਿਧਤਾ ਤਾਂ ਕਰਦਾ ਹੈ ਪਰ ਵਿਕਾਸਸ਼ੀਲ ਸਮਾਜਾਂ ਦੇ ਸੰਦਰਭ ਵਿੱਚ ਅਸਫਲ ਹੋਇਆ ਹੈ।

**2. ਸਮਾਜਵਾਦੀ ਨਾਰੀਵਾਦ-** ਸਮਾਜਵਾਦ ਦੇ ਜਨਮ ਦਾਤਾ ਕਾਰਲ ਮਾਰਕਸ ਨੇ ਆਪਣੇ ਸਿਧਾਂਤ ਦੀ ਰਚਨਾ ਕਰਦੇ ਸਮੇਂ ਇਸਤਰੀ ਪ੍ਰਸ਼ਨ ਦੇ ਸੰਬੰਧ ਵਿੱਚ ਬਹੁਤ ਘੱਟ ਕਿਹਾ ਹੈ। ਉਹਨਾਂ ਨੇ ਇਹ ਨਿਸਚਿਤ ਰੂਪ ਵਿੱਚ ਮੰਨ ਲਿਆ ਕਿ ਸਮਾਜਵਾਦ ਮਰਦਾਂ ਅਤੇ ਇਸਤਰੀਆਂ ਦੋਨਾਂ ਦੀ ਮੁਕਤੀ ਦਾ ਸਾਧਨ ਹੈ ਅਤੇ ਦੋਨਾਂ ਲਈ ਅਸਲੀ ਸੁਤੰਤਰਤਾ ਲਿਆਏਗਾ। ਇਸਤਰੀ ਸੰਬੰਧ ਵਿਚਾਰ ਮਾਰਕਸ ਨੇ ਆਪਣੀ ਰਚਨਾ 'Economic and Philosophical Manuscripts' ਵਿੱਚ ਪੇਸ਼ ਕੀਤੇ ਹਨ।

ਸਮਾਜਵਾਦੀ ਨਾਰੀਵਾਦ ਦਾ ਮੁੱਖ ਪ੍ਰਸਤਾਵ ਇਹ ਹੈ ਕਿ ਪਿਤਾ ਪੁਰਖੀ ਸਮਾਜ ਨੂੰ ਕੇਵਲ ਸਮਾਜਿਕ ਅਤੇ ਆਰਥਿਕ ਹਲਾਤਾਂ ਦੇ ਮੱਦੇਨਜ਼ਰ ਸਮਝਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਫਰੈਡਰਿਕ ਏਂਜਲਜ਼ ਆਪਣੀ ਪੁਸਤਕ 'The Origins of the family, Private Property and the state' (1884) ਵਿੱਚ ਇਸ ਦਲੀਲ ਦੀ ਹਮਾਇਤ ਕਰਦਿਆਂ ਹੋਇਆ ਸੁਝਾਅ ਦਿੰਦਾ ਹੈ ਕਿ ਨਿੱਜੀ ਸੰਪਤੀ ਦੀ ਸੰਸਥਾ ਅਤੇ ਪੂੰਜੀਵਾਦ ਦੇ ਵਿਕਾਸ ਨੇ ਔਰਤਾਂ ਤੇ ਸਮਾਜਿਕ ਰੁਤਬੇ ਵਿੱਚ ਪਰਿਵਰਤਨ ਲਿਆਂਦਾ ਹੈ। ਪੂਰਵ, ਪੂੰਜੀਵਾਦੀ ਸਮਾਜ ਵਿੱਚ ਪਰਿਵਾਰਿਕ ਜਿੰਦਗੀ 'ਸਮਾਜਵਾਦੀ'

ਸੀ ਅਤੇ ਸੰਪਤੀ ਦੀ ਵਿਰਾਸਤ ਅਤੇ ਸਮਾਜਿਕ ਰੁਤਬਾ ਮਾਤਾ ਪ੍ਰਧਾਨ ਸੀ। ਜ਼ਿਆਦਾਤਰ ਇਹ ਨਾਰੀਵਾਦੀ ਇਸ ਗੱਲ ਨੂੰ ਮੰਨਦੇ ਹਨ ਕਿ ਔਰਤਾਂ ਦੀ ਘਰੇਲੂ ਘੇਰਾਬੰਦੀ ਅਤੇ ਕੰਮਕਾਜ ਅਤੇ ਮਾਤ੍ਰਤਵ ਹੋਣਾ ਪੂੰਜੀਵਾਦ ਦੀ ਆਰਥਿਕ ਹਿੱਤਾਂ ਦੀ ਪੂਰਤੀ ਕਰਦਾ ਹੈ।

ਸਮਾਜਵਾਦੀ ਨਾਰੀਵਾਦ ਵਰਗ ਅਤੇ ਲਿੰਗ ਦੇ ਨੁਕਤੇ ਤੋਂ ਦੇਖਦਾ ਹੈ ਅਤੇ ਔਰਤ ਦੇ ਹਾਲਾਤਾਂ ਨੂੰ ਵਰਗ ਵਿਸ਼ਲੇਸ਼ਣ ਨਾਲ ਜੋੜਦਾ ਹੈ। ਇਹ ਨਾਰੀਵਾਦ ਔਰਤਾਂ ਦੀ ਜਿੰਦਗੀ ਵਿਚ ਪਦਾਰਥਵਾਦੀ ਆਰਥਿਕਤਾ ਦੀ ਭੂਮਿਕਾ ਦੇ ਜ਼ੋਰ ਦਿੰਦਾ ਹੈ। ਇਹ ਸਿਧਾਂਤ ਅਕਸਰ ਪਦਾਰਥਵਾਦੀ ਨਾਰੀਵਾਦ ਦੇ ਤੌਰ ਤੇ ਜਾਣਿਆ ਜਾਂਦਾ ਹੈ। ਮਾਰਕਸਵਾਦੀ ਨਾਰੀਵਾਦ ਔਰਤਾਂ ਦੀ ਅਸਮਾਨਤਾ ਦਾ ਕਾਰਨ ਪੂੰਜੀਵਾਦੀ ਵਿਵਸਥਾ ਨੂੰ ਲੈਂਦਾ ਹੈ ਅਤੇ ਪੂੰਜੀਵਾਦ ਦੇ ਖਾਤਮੇ ਨੂੰ ਔਰਤਾਂ ਦੀ ਸਮਾਨਤਾ ਲਈ ਜ਼ਰੂਰੀ ਮੰਨਦਾ ਹੈ। ਸਮਾਜਵਾਦੀ ਨਾਰੀਵਾਦ ਦੇ ਅਨੁਸਾਰ ਔਰਤਾਂ ਦਾ ਦਮਨ ਪੂਰਵ ਪੂੰਜੀਵਾਦੀ ਸਮਾਜਾਂ ਵਿਚ ਵੀ ਸੀ ਅਤੇ ਸਮਾਜਵਾਦੀ ਸਮਾਜਾਂ ਵਿਚ ਵੀ ਚਲ ਰਿਹਾ ਹੈ, ਇੱਥੇ ਇਹ ਮਾਰਕਸਵਾਦੀ ਨਾਰੀਵਾਦ ਤੋਂ ਵੱਖਰਾ ਹੈ ਕਿਉਂਕਿ ਇਸ ਦੇ ਅਨੁਸਾਰ ਔਰਤਾਂ ਦੀ ਅਸਮਾਨਤਾ ਦਾ ਦੂਜਾ ਵੱਡਾ ਕਾਰਨ ਪਿਤਾ ਪੁਰਖੀ ਵਿਵਸਥਾ ਵਿਚ ਮਰਦ ਪ੍ਰਧਾਨਤਾ ਹੈ।

ਪਰ ਕੱਟੜਪੰਥੀ ਮਾਰਕਸਵਾਦੀਆਂ ਦੇ ਵਿਚਾਰ ਅਨੁਸਾਰ ਔਰਤਾਂ ਦਾ ਦਮਨ ਆਦਮੀਆਂ ਦੁਆਰਾ ਨਹੀਂ ਬਲਕਿ ਨਿੱਜੀ ਸੰਪਤੀ ਦੀ ਸੰਸਥਾ ਅਤੇ ਪੂੰਜੀਵਾਦ ਕਰਕੇ ਹੈ। ਜਿਵੇਂ ਕਿ ਕੁਝ ਸਮਾਂ ਪਹਿਲਾਂ ਹੀ ਨਿਊਜੀਲੈਂਡ ਦੇ ਵਿੱਚ ਇਕ ਘੜੀ ਤੇ ਕਲੰਡਰ ਬਣਾਇਆ ਗਿਆ ਜਿਸ ਦੇ ਵਿੱਚ ਬਾਰਾਂ ਦੀ ਜਗ੍ਹਾਂ ਤੇ 13 ਘੰਟੇ ਅਤੇ ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੀ ਜਗ੍ਹਾਂ ਤੇ 13 ਮਹੀਨੇ ਲਿਖਿਆ ਗਿਆ ਹੈ ਜੋ ਕਿ ਇਹ ਦਰਸਾਉਂਦਾ ਹੈ ਕਿ ਆਰਥਿਕ ਖੇਤਰ ਦੇ ਵਿਚ ਔਰਤਾਂ ਮਰਦਾਂ ਦੇ ਬਰਾਬਰ ਨਹੀਂ ਹਨ। ਇਸ ਪੂੰਜੀਵਾਦੀ ਸਮਾਜ ਦੇ ਵਿਚ ਜਿਹਨਾਂ ਮਰਦ 12 ਘੰਟਿਆਂ ਵਿਚ ਕਮਾਉਂਦਾ ਹੈ, ਉਹਨਾਂ ਔਰਤ 13 ਘੰਟਿਆਂ ਵਿਚ ਕਮਾਉਂਦੀ ਹੈ। ਇਸ ਕਰਕੇ ਕੱਟੜਪੰਥੀ ਮਾਰਕਸਵਾਦੀ ਦੇ ਅਨੁਸਾਰ ਔਰਤਾਂ ਦੀ ਮੁਕਤੀ ਪੂੰਜੀਵਾਦ ਨੂੰ ਸਮਾਜਿਕ ਕ੍ਰਾਂਤੀ ਦੁਆਰਾ ਖਤਮ ਕਰਕੇ ਹੀ ਹੋ ਸਕਦੀ ਹੈ। ਪਰ ਆਧੁਨਿਕ ਸਮਾਜਵਾਦੀ ਨਾਰੀਵਾਦ ਲਿੰਗ ਦਮਨ ਨੂੰ ਵਰਗ ਜਿੰਨਾ ਵੀ ਮਹੱਤਵਪੂਰਨ ਮੰਨਦਾ ਹੈ। ਉਹ ਕੇਵਲ ਆਰਥਿਕ ਤੱਤਾਂ ਦੀ ਪ੍ਰਮੁੱਖਤਾ ਦੀ ਜਗ੍ਹਾਂ ਆਰਥਿਕ, ਸਮਾਜਿਕ, ਰਾਜਨੀਤਿਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਤਾਕਤਾਂ ਦੀ ਭੂਮਿਕਾ ਵੀ ਮੰਨਦੇ ਹਨ। ਇੰਗਲੈਂਡ ਦੀ ਜੂਲੀਅਟ ਮਿਸ਼ੇਲ ਆਧੁਨਿਕ ਸਮਾਜਵਾਦੀਆਂ ਵਿਚੋਂ ਇਕ ਹੈ।

**3. ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ-** ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ, ਨਾਰੀਵਾਦ ਦਾ ਕ੍ਰਾਂਤੀਕਾਰੀ ਰੂਪ ਹੈ। ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ ਦੇ ਸਮਰਥਕ ਨਾਰੀ ਜਾਤੀ ਨੂੰ ਇਕ ਅਤਿ ਪੀੜਤ ਵਰਗ ਦੇ ਰੂਪ ਵਿੱਚ ਪੇਸ਼ ਕਰਦੇ ਹਨ। ਉਹਨਾਂ ਅਨੁਸਾਰ ਨਾਰੀ ਜਾਤੀ ਦੀ ਪੀੜ ਦਾ ਕਾਰਨ ਪਿਤਾ-ਪੁਰਖੀ ਅਤੇ ਉਸਦੀਆਂ ਦੇ ਮੁੱਖ ਸੰਸਥਾਵਾਂ ਵਿਆਹ ਅਤੇ ਪਰਿਵਾਰ ਹਨ। ਰੈਡੀਕਲ ਨਾਰੀਵਾਦੀ ਇਹ ਗੱਲ ਨਹੀਂ ਮੰਨਦੇ ਕਿ ਔਰਤ ਦਾ ਕੋਈ ਲਿੰਗਕ ਸੁਭਾਅ ਹੈ। ਉਹ ਲਿੰਗਭੇਦ ਤੇ ਆਧਾਰਿਤ ਸਭ ਤਰ੍ਹਾਂ ਦੀਆਂ ਭੂਮਿਕਾਵਾਂ ਦਾ ਖਾਤਮਾ ਕਰਕੇ ਅਤੇ ਲਿੰਗੀ ਸੰਸਾਰ ਦੀ ਸਥਾਪਨਾ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹਨ। ਰੈਡੀਕਲ ਨਾਰੀਵਾਦੀਆਂ ਵਿਚ ਕੇਟ ਮਿੱਲਟ ਮੁਲਾਸਿਥ ਫਾਇਰਮੈਨ, ਐਸ ਬੋਰਨਮਿਲਰ ਅਤੇ ਐਸ ਡੈਲੀ ਦੇ ਨਾਂ ਵਰਨਣਯੋਗ ਹਨ।

ਕੇ.ਮਿੱਲਟ ਦੇ ਨਾਰੀ ਪ੍ਰਸ਼ਨ ਤੇ ਵਿਚਾਰ ਉਸਦੀ ਪ੍ਰਸਿੱਧ ਪੁਸਤਕ ‘ਲਿੰਗਕ ਰਾਜਨੀਤੀ ਵਿਚ ਮਿਲਦੇ ਹਨ। ਉਸ ਅਨੁਸਾਰ ਔਰਤਾਂ ਅਤੇ ਮਰਦਾਂ ਦੀਆਂ ਵੱਖਰੀਆਂ ਭੂਮਿਕਾਵਾਂ ਦਾ ਜਨਮ ਉਹਨਾਂ ਦੀ ਪਰਵਰਿਸ਼ ਦੀ ਵਿਧੀ ਹੈ। ਛੋਟੀ ਉਮਰ ਤੋਂ ਹੀ ਲੜਕੇ ਅਤੇ ਲੜਕੀਆਂ ਦੀ ਪਾਲਣਾ ਵਿਚ ਇਕ ਵਿਸ਼ੇਸ਼ ਲਿੰਗ ਪਹਿਚਾਣ ਨੂੰ ਵਧਾਵਾ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ। ਇਹ ਕਿਰਿਆ ਆਮ ਤੌਰ ਤੇ ਪਰਿਵਾਰ ਵਿੱਚ ਵਾਪਰਦੀ ਹੈ ਜਿਹੜਾ ਪਿਤਾ ਪੁਰਖੀ ਸਮਾਜ ਦੀ ਪ੍ਰਮੁੱਖ ਸੰਸਥਾ ਹੋਣ ਨਾਲ ਸਾਹਿਤ ਨਾਲ, ਕਲਾ, ਜਨਤਕ ਜੀਵਨ ਅਤੇ ਆਰਥਿਕਤਾ ਵਿੱਚ ਆਮ ਪਾਇਆ ਜਾਂਦਾ ਹੈ। ਇਸ ਕਰਕੇ ਮਿੱਲਟ ਪਿਤਾ ਪੁਰਖੀ ਸਮਾਜ ਦਾ ਵਿਰੋਧ ਕਰਦਾ ਹੈ।

ਪਰੰਪਰਾਗਤ ਪਿਤਾ ਪੁਰਖੀ ਸਮਾਜ ਵਿਚ ਔਰਤਾਂ ਦੀ ਸਥਿਤੀ ਨਾਂਹ ਦੇ ਬਰਾਬਰ ਹੁੰਦੀ ਹੈ। ਉਹਨਾਂ ਦਾ ਨਾਂ ਤਾਂ ਕੋਈ ਕਾਨੂੰਨੀ ਦਰਜਾ ਹੁੰਦਾ ਸੀ ਤੇ ਨਾ ਉਹ ਜਾਇਦਾਦ ਦੀਆਂ ਮਾਲਕ ਹੁੰਦੀਆਂ ਸਨ। ਪਹਿਲਾਂ ਤਾਂ ਉਹਨਾਂ ਨੂੰ ਘਰ ਵਿੱਚ ਕੀਤੇ ਕੰਮਾਂ ਦੇ ਲਈ ਕੋਈ ਮਜ਼ਦੂਰੀ ਨਹੀਂ ਮਿਲਦੀ ਸੀ। ਦੂਸਰਾ ਉਹਨਾਂ ਦੇ ਘਰ ਦੇ ਬਾਹਰ ਨੀਵੇਂ

ਦਰਜੇ ਤੇ ਰੁਜ਼ਗਾਰ ਮੌਕਿਆਂ ਤੱਕ ਸੀਮਤ ਕਰ ਦਿੱਤਾ ਜਾਂਦਾ ਸੀ। ਇਉਂ ਪਿਤਾ ਪੁਰਖੀ ਸਮਾਜ ਨੂੰ ਉਖਾੜ ਦੇ ਸੁੱਟਣ ਦੇ ਲਈ ਲਿੰਗਕ ਕ੍ਰਾਂਤੀ ਲਿਆਉਣ ਦੀ ਲੋੜ ਹੈ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਬੱਚਿਆਂ ਦੀ ਦੇਖਭਾਲ ਅਤੇ ਸਿੱਖਿਆਂ ਇਕ ਜਨਤਕ ਮਾਮਲਾ ਹੋਵੇਗਾ ਇਹ ਨਾਰੀ ਦੀ ਆਜ਼ਾਦੀ ਦੀ ਬੁਨਿਆਦੀ ਸ਼ਰਤ ਹੈ। ਮਿਲਟ ਅਨੁਸਾਰ ਜਦੋਂ ਤੱਕ ਔਰਤ ਦਾ ਮੁੱਖ ਕੰਮ ਬੱਚਿਆਂ ਦੀ ਦੇਖਭਾਲ ਕਰਨਾ ਹੈ ਉਏ ਪੂਰਨ ਰੂਪ ਵਿੱਚ ਮਨੁੱਖ ਨਹੀਂ ਬਣ ਸਕਦੀ।

ਹਾਲਾਂਕਿ ਰੈਡੀਕਲ ਨਾਰੀਵਾਦ ਵਿਚ ਵਿਭਿੰਨ ਤੱਤ ਮੌਜੂਦ ਹਨ। ਇਹ ਔਰਤਾਂ ਪੱਖੀ ਸਥਿਤੀ ਦੀ ਵਕਾਲਤ ਕਰਦਾ ਹੈ ਅਤੇ ਵਿਸ਼ੇਸ਼ ਤੌਰ ਤੇ ਇਹ ਫਰਾਂਸ ਅਤੇ ਅਮਰੀਕਾ ਵਿਚ ਪ੍ਰਚਲਿਤ ਹੋਇਆ। ਇਹ ਸਥਿਤੀ ਜਨਤਾ ਅਤੇ ਮਾੜਤਵ ਦੇ ਸਕਾਰਾਤਮਕ ਪੱਖ ਨੂੰ ਉਜਾਗਰ ਕਰਦੀ ਹੈ। ਔਰਤਾਂ ਨੂੰ ਮਰਦ ਤਰ੍ਹਾਂ ਬਣਨ ਦੀ ਕੋਸ਼ਿਸ਼ ਨਹੀਂ ਕਰਨੀ ਚਾਹੀਦੀ ਕਿਉਂਕਿ ਇਹ ਕੁਝ ਪੱਖਾਂ ਵਿੱਚ ਔਰਤਾਂ ਨੂੰ ਮਰਦਾਂ ਨਾਲੋਂ ਉਤਮ ਮੰਨਦਾ ਹੈ ਕਿਉਂਕਿ ਔਰਤਾਂ ਕੋਲ ਸਿਰਜਣਾਤਮਕ ਸੰਵੇਦਨਸ਼ੀਲਤਾ ਅਤੇ ਜਿੰਮੇਵਾਰੀ ਵਰਗੇ ਗੁਣ ਮੌਜੂਦ ਹਨ ਜਿਹਨਾਂ ਦੀ ਆਦਮੀ ਨਾਂ ਤਾ ਸ਼ਲਾਘਾ ਕਰਦੇ ਹਨ ਨਾ ਅਪਣਾ ਸਕਦੇ ਹਨ।

### **ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਦੀਆਂ ਪ੍ਰਾਪਤੀਆਂ-**

ਨਾਰੀਵਾਦੀ ਚਿੰਤਨ ਦੇ ਸਮੁੱਚੇ ਵਿਸ਼ਵ ਨੂੰ ਆਪਣੇ ਕਲਾਵੇ ਵਿਚ ਲੈ ਲਿਆ ਹੈ। ਇਸ ਨਾਲ ਵਿਸ਼ਵ ਦੇ ਵੱਖ-ਵੱਖ ਦੇਸ਼ਾਂ ਵਿੱਚ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਸ਼ੁਰੂ ਹੋਏ ਹਨ ਜਿਹਨਾਂ ਦੇ ਸਿੱਟੇ ਦੇ ਵਜੋਂ ਅੱਜ ਧਾਰਮਿਕ, ਸਮਾਜਿਕ, ਰਾਜਨੀਤਿਕ, ਆਰਥਿਕ ਤੇ ਸਭਿਆਚਾਰ ਖੇਤਰਾਂ ਵਿਚ ਔਰਤਾਂ ਆਪਣੀ ਆਵਾਜ਼ ਨੂੰ ਬੁਲੰਦ ਕਰ ਰਹੀਆਂ ਹਨ। ਜੇਕਰ ਅਸੀਂ ਭਾਰਤ ਦੀ ਗੱਲ ਕਰੀਏ ਤਾਂ ਅਸੀਂ ਸਭ ਤੋਂ ਵੱਧ ਧਾਰਮਿਕ ਹੋਣ ਦਾ ਦਾਅਵਾ ਕਰਦੇ ਹਾਂ ਜਦੋਂਕਿ ਭਾਰਤ ਵਰਗੇ ਧਾਰਮਿਕ ਦੇਸ਼ ਦੇ ਵਿੱਚ ਔਰਤਾਂ ਦਾ ਸਭ ਤੋਂ ਜ਼ਿਆਦਾ ਧਾਰਮਿਕ ਸ਼ੋਸ਼ਣ ਹੁੰਦਾ ਹੈ। ਇੱਥੇ ਔਰਤਾਂ ਨੂੰ ਬਹੁਤ ਸਾਰੇ ਮੰਦਰਾਂ ਵਿੱਚ ਜਾਣ ਦੀ ਆਜ਼ਾਦੀ ਨਹੀਂ ਸੀ ਪਰੰਤੂ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਦੇ ਸਦਕਾ ਔਰਤਾਂ ਨੇ ਧਾਰਮਿਕ ਆਜ਼ਾਦੀ ਨੂੰ ਪ੍ਰਾਪਤ ਕਰਨ ਦੇ ਲਈ ਸੁਪਰੀਮ ਕੋਰਟ ਦੀ ਸ਼ਰਨ ਲਈ। ਜਿਸ ਦੇ ਸਿੱਟੇ ਦੇ ਵਜੋਂ ਅੱਜ ਔਰਤਾਂ ਨੂੰ ਮੰਦਰਾਂ ਵਿੱਚ ਜਾਣ ਦੀ ਆਜ਼ਾਦੀ ਪ੍ਰਾਪਤ ਹੋ ਗਈ ਹੈ। ਜੇਕਰ ਅਸੀਂ ਪੰਜਾਬ ਦੇ ਸੰਦਰਭ ਵਿੱਚ ਗੱਲ ਕਰੀਏ ਤਾਂ ਇੱਥੇ ਸਿੱਖ ਧਰਮ ਦਾ ਸਭ ਤੋਂ ਵੱਧ ਵਿਕਾਸ ਹੋਇਆ। ਸਿੱਖ ਧਰਮ ਇੱਕ ਇਨਕਲਾਬੀ ਧਰਮ ਹੈ ਜਿਸ ਨੇ ਅਨੇਕਾ ਕੁਰੀਤੀਆਂ ਨੂੰ ਭੰਡਿਆ। ਗੁਰੂ ਨਾਨਕ ਸਾਹਿਬ ਜੀ ਨੇ ਔਰਤਾਂ ਦੀ ਮਹਾਨਤਾ ਦੀ ਗਲ ਕੀਤੀ ਤੇ ਉਹਨਾਂ ਨੇ ਕਿਹਾ ਕਿ

ਸੋ ਕਿਉਂ ਮੰਦਾ ਆਖੀਐ,

ਜਿੱਤ ਜੰਮਹਿ ਰਾਜਾਨੁ ।

ਪਰੰਤੂ ਇਸ ਸਭ ਦੇ ਬਾਵਜੂਦ ਵੀ ਪੰਜਾਬ ਦੇ ਵਿੱਚ ਔਰਤਾਂ ਦੇ ਨਾਲ ਧਾਰਮਿਕ ਵਿਤਕਰਾ ਦੇਖਣ ਨੂੰ ਆਉਂਦਾ ਹੈ ਜਿਵੇਂ ਕਿ ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਦੇ ਵਿੱਚ ਸਿੱਖ ਬੀਬੀਆਂ ਨੂੰ ਕੀਰਤਨ ਕਰਨ ਦੀ ਆਜ਼ਾਦੀ ਨਹੀਂ ਹੈ ਪਿਛਲੇ ਲੰਬੇ ਸਮੇਂ ਤੋਂ ਇਸ ਹੱਕ ਦੀ ਮੰਗ ਕਰ ਰਹੀਆਂ ਹਨ। ਜਿਸ ਦੇ ਸਿੱਟੇ ਦੇ ਵਜੋਂ ਅੱਜ ਪਟਨਾ ਸਾਹਿਬ ਦੇ ਵਿੱਚ ਸਿੱਖ ਬੀਬੀਆਂ ਨੂੰ ਕੀਰਤਨ ਕਰਨ ਦੀ ਆਗਿਆ ਮਿਲ ਗਈ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਦੀ ਸਮਾਜਿਕ ਖੇਤਰ ਦੇ ਵਿੱਚ ਵੀ ਔਰਤਾਂ ਨਾਲ ਵਿਤਕਰਾ ਕੀਤਾ ਜਾਂਦਾ ਸੀ ਜੋ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਦੇ ਸਦਕਾ ਉਹਨਾਂ ਨਾਲ ਇਹ ਵਿਤਕਰਾ ਕਾਫੀ ਹੱਦ ਤੱਕ ਘੱਟ ਗਿਆ ਹੈ।

ਜਿਵੇਂ ਕਿ ਭਾਰਤ ਦੇ ਵਿੱਚ ਕੋਈ ਔਰਤ ਆਪਣੇ ਬੱਚੇ ਨੂੰ ਕਿਸੇ ਸੰਸਥਾ ਦੇ ਵਿਚ ਦਾਖਲ ਕਰਵਾਉਣ ਜਾਂਦੀ ਹੈ ਤਾਂ ਉਹ ਆਪਣਾ ਨਾਂ ਲਿਖਾ ਕੇ ਉਸਨੂੰ ਦਾਖਲ ਕਰਵਾ ਸਕਦੀ ਹੈ ਜੇਕਰ ਉਹ ਬੱਚੇ ਦੇ ਪਿਤਾ ਦਾ ਨਾਂ ਨਹੀਂ ਲਿਖਵਾਉਂਦੀ ਤਾਂ ਉਸ ਨੂੰ ਕੋਈ ਵੀ ਇਸ ਬਾਰੇ ਪ੍ਰਸ਼ਨ ਨਹੀਂ ਪੁੱਛ ਸਕਦਾ। ਭਾਰਤ ਤੋਂ ਬਾਹਰ ਵੀ ਜਿਹੜੇ ਮੁਸਲਿਮ ਦੇਸ਼ ਹਨ ਜਿਵੇਂ ਕਿ ਪਾਕਿਸਤਾਨ, ਅਫ਼ਗਾਨਿਸਤਾਨ, ਈਰਾਕ, ਇਰਾਨ ਆਦਿ ਦੇਸ਼ਾਂ ਦੇ ਵਿਚ ਵੀ ਔਰਤਾਂ ਨਾਲ ਸਮਾਜਿਕ ਵਿਤਕਰਾ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਪਰੰਤੂ ਪਿਛਲੇ ਸਮੇਂ ਹੋਏ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਸਦਕਾ ਇਹ ਵਿਤਕਰਾ ਕਾਫੀ ਘਟਿਆ ਹੈ। ਕੋਈ ਸਮਾਂ ਸੀ ਜਦੋਂ ਈਰਾਨ ਦੇ ਵਿੱਚ ਔਰਤਾਂ ਨੂੰ ਕਾਰ ਚਲਾਉਣ ਦੀ ਆਜ਼ਾਦੀ ਨਹੀਂ ਸੀ ਪਰੰਤੂ ਅੱਜ ਉਹਨਾਂ ਨੂੰ ਕਾਰ ਚਲਾਉਣ ਦੀ ਆਗਿਆ ਦੇ ਦਿੱਤੀ ਗਈ ਹੈ। ਜੇਕਰ ਅਸੀਂ ਸੱਭਿਆਚਾਰਕ ਵਿਤਕਰੇ ਦੀ ਗੱਲ ਕਰੀਏ ਤਾਂ ਪਹਿਲਾਂ ਸਾਡੇ ਸਮਾਜ ਦੇ ਵਿੱਚ ਕੁੜੀਆਂ ਦੀ ਲੋਹੜੀ ਨਹੀਂ ਮਨਾਈ ਜਾਂਦੀ ਸੀ। ਪਰ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਦੇ ਸਦਕਾ ਅੱਜ ਮੁੰਡਿਆਂ ਦੇ ਬਰਾਬਰ



ਕੁੜੀਆਂ ਦੀ ਲੋਹੜੀ ਮਨਾਈ ਜਾਣ ਲੱਗ ਪਈ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਰਾਜਨੀਤਿਕ ਖੇਤਰ ਵਿਚ ਵੀ ਔਰਤਾਂ ਅੱਗੇ ਵੱਧ ਰਹੀਆਂ ਹਨ ਜਿਵੇਂ ਕਿ ਪਹਿਲਾਂ ਔਰਤਾਂ ਨੂੰ ਸਥਾਨਿਕ ਸੰਸਥਾਵਾਂ ਵਿਚ 33% ਰਾਖਵਾਂਕਰਨ ਦਿੱਤਾ ਗਿਆ। ਉਸੇ ਤਰ੍ਹਾਂ ਸੰਸਦ ਵਿੱਚ ਵੀ 33% ਰਾਖਵਾਂਕਰਨ ਦੇਣ ਦੀ ਮੰਗ ਕੀਤੀ ਜਾ ਰਹੀ ਹੈ। ਜੇਕਰ ਅਸੀਂ ਭਾਰਤ ਦੇ ਰਾਜਨੀਤਿਕ ਖੇਤਰ ਦੇ ਵਿਚ ਨਜ਼ਰ ਮਾਰੀਏ ਤਾਂ ਇੰਦਰਾਂ ਗਾਂਧੀ, ਮਾਇਆਵਤੀ, ਮਮਤਾ ਬੇਨਰਜੀ, ਜੈਲਲੀਤਾ, ਪ੍ਰਤਿਭਾ ਦੇਵੀ ਪਾਟਿਲ, ਸੋਨੀਆਂ ਗਾਂਧੀ, ਹਰਮਿਸਰਤ ਬਾਦਲ, ਸੁਸਮਾ ਸਵਰਾਜ ਆਦਿ ਔਰਤਾਂ ਭਾਰਤ ਦੇ ਵਿੱਚ ਕੇਂਦਰੀ ਮੰਤਰੀਆਂ, ਰਾਜਾਂ ਦੇ ਰਾਜਪਾਲਾਂ, ਮੁੱਖ ਮੰਤਰੀਆਂ, ਰਾਸ਼ਟਰਪਤੀ ਵਜੋਂ ਸੇਵਾ ਨਿਭਾਅ ਚੁੱਕੀਆਂ ਤੇ ਨਿਭਾਅ ਰਹੀਆਂ ਹਨ। ਜੇਕਰ ਅੱਜ ਦੀ ਔਰਤ ਦੀ ਗੱਲ ਕਰੀਏ ਤਾਂ ਉਹ ਹਰ ਖੇਤਰ ਵਿਚ ਤਰੱਕੀ ਦੇ ਰਾਹ ਤੇ ਕੌਮਾਂਤਰੀ ਪ੍ਰਾਪਤੀਆਂ ਨੂੰ ਛੋਹ ਰਹੀ ਹੈ। ਉਹ ਮਰਦਾਂ ਦੇ ਬਰਾਬਰ ਧਰਤੀ ਦੇ ਥੱਲੇ ਖਾਣਾਂ ਵਿਚ ਕੰਮ ਕਰਨ ਦੇ ਨਾਲ-ਨਾਲ ਛੇ-ਛੇ ਮਹੀਨੇ ਪੁਲਾੜ ਵਿਚ ਵੀ ਰਹਿ ਚੁੱਕੀ ਹੈ।

ਅੱਜ ਦੀ ਔਰਤ ਇੱਕ ਕਾਮਯਾਬ ਉਦਯੋਗਪਤੀ, ਡਾਕਟਰ, ਸਿੱਖਿਆ, ਸਾਹਿਤ, ਵਿਗਿਆਨ ਦੇ ਖੇਤਰਾਂ ਵਿਚ ਵੱਡਮੁੱਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਕਰ ਰਹੀ ਹੈ। ਇਹ ਸਭ ਕੁਝ ਨਾਰੀਵਾਦੀ ਅੰਦੋਲਨ ਦੇ ਸਦਕਾ ਹੀ ਹੋ ਸਕਿਆ ਹੈ।

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### 34. ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਵਿਚ ਨਵੇਂ ਝੁਕਾਅ

**ਸੁਖਜੀਤ ਸਿੰਘ**

ਅਸਿਸਟੈਂਟ ਪ੍ਰੋਫੈਸਰ, ਰਾਜਨੀਤੀ ਵਿਭਾਗ  
ਸਰਕਾਰੀ ਬ੍ਰਿਜਿੰਦਰਾ ਕਾਲਜ, ਫਰੀਦਕੋਟ।  
ਮੋਬਾਇਲ : 99880-32716

ਪਰਿਵਰਤਨ ਕੁਦਰਤ ਦਾ ਅਟੁੱਟ ਨਿਯਮ ਹੈ। ਸਮੇਂ ਦੀ ਸਥਿਤੀ ਮੁਤਾਬਿਕ ਹਰ ਵਸਤੂ ਬਦਲ ਜਾਂਦੀ ਹੈ। ਜੇ ਆਪਣੇ ਆਪ ਨੂੰ ਬਦਲਦੇ ਸਮੇਂ ਅਨੁਸਾਰ ਨਹੀਂ ਬਦਲਦਾ। ਸਮਾਂ ਉਸ ਨੂੰ ਤੇ ਆਪਣੀ ਰੇਤ ਪਾ ਕੇ ਉਸਨੂੰ ਹੁੰਦਲਾ ਬਣਾ ਕੇ ਪਿੱਛੇ ਛੱਡ ਜਾਂਦਾ ਹੈ। ਇਹੀ ਗੱਲ ਸਾਡੇ ਦੇਸ਼ ਦੀ ਰਾਜਨੀਤੀ ਵਿਚ ਵੀ ਲਾਗੂ ਹੁੰਦੀ ਹੈ। ਆਜ਼ਾਦੀ ਪ੍ਰਾਪਤ ਕਰਨ ਤੋਂ ਬਾਅਦ ਸਾਡੇ ਦੇਸ਼ ਦੀ ਰਾਜਨੀਤੀ ਹੋਰ ਤਰਾਂ ਦੀ ਸੀ। ਪਰ ਹੁਣ ਅਸੀਂ 69 ਸਾਲਾਂ ਬਾਅਦ ਦੇ ਹਾਲਾਤ ਤੇ ਨਜ਼ਰ ਮਾਰੀਏ ਤਾਂ ਇਸ ਵਿੱਚ ਕਈ ਨਵੀਆਂ ਪ੍ਰਵਿਰਤੀਆਂ ਨੇ ਜਨਮ ਲੈ ਲਿਆ ਹੈ ਅਤੇ ਇਸ ਵਿਚ ਸਾਡੀ ਰਾਜਨੀਤੀ ਨੂੰ ਇੱਕ ਨਵਾਂ ਮੋੜ ਵੀ ਮਿਲ ਗਿਆ ਹੈ।

ਰਾਜਨੀਤੀ ਦੀ ਪ੍ਰਮੁੱਖ ਵਿਸ਼ੇਸ਼ਤਾ ਇਹ ਹੈ ਕਿ ਸਮੇਂ ਤੇ ਸਥਿਤੀਆਂ ਦੇ ਅਨੁਸਾਰ ਇਸ ਦੇ ਸਰੂਪ ਵਿਚ ਪ੍ਰਵਿਰਤਨ ਆਉਂਦੇ ਰਹਿੰਦੇ ਹਨ। ਸਾਰੇ ਦੇਸ਼ਾਂ ਦੀ ਰਾਜਨੀਤੀ ਦਾ ਸਰੂਪ ਇਕੋ ਜਿਹਾ ਨਹੀਂ ਹੁੰਦਾ ਅਤੇ ਨਾ ਹੀ ਸਦਾ ਲਈ ਇੱਕੋ ਜਿਹਾ ਰਹਿੰਦਾ ਹੈ। ਨਵੇਂ ਹਾਲਾਤ ਤੇ ਤਬਦੀਲੀਆਂ ਇਸ ਨੂੰ ਪ੍ਰਭਾਵਿਤ ਕਰਦੀਆਂ ਹਨ ਅਤੇ ਰਾਜਨੀਤੀ ਉੱਪਰ ਅਸਰ ਪਾਉਂਦੀਆਂ ਹਨ ਜਿਵੇਂ ਕਿ ਮਈ 1952 ਤੋਂ ਲੈ ਕੇ ਮਈ 2014 ਤੱਕ 16 ਲੋਕ ਸਭਾ ਦੀਆਂ ਚੋਣਾਂ ਹੋ ਚੁੱਕੀਆਂ ਹਨ। 1952 ਤੋਂ ਲੈ ਕੇ ਵਰਤਮਾਨ ਸਮੇਂ ਤਕ ਭਾਰਤੀ ਸਮਾਜ ਵਿਚ ਅਨੇਕਾਂ ਪ੍ਰਕਾਰ ਦੀਆਂ ਪ੍ਰਵਿਰਤੀਆਂ ਉਤਪੰਨ ਹੁੰਦੀਆਂ ਰਹੀਆਂ ਹਨ। ਇਹ ਪ੍ਰਵਿਰਤੀਆਂ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਦੇ ਸਰੂਪ ਨੂੰ ਵਿਆਪਿਕ ਰੂਪ ਵਿਚ ਪ੍ਰਭਾਵਿਤ ਕਰਦੀਆਂ ਹਨ। ਜਿਵੇਂ ਕਿ ਕੇਂਦਰ ਅਤੇ ਰਾਜਾਂ ਵਿਚ ਇੱਕ ਹੀ ਦਲ ਦੀਆਂ ਸਰਕਾਰਾਂ ਦੇ ਦੌਰ ਦਾ ਅਰੰਭ ਹੋਇਆ ਹੈ। ਜੇਕਰ ਭਾਰਤ ਦੇ ਵਿਚ ਆਜ਼ਾਦੀ ਦੀ ਪ੍ਰਾਪਤੀ ਤੋਂ ਲੈ ਕੇ 1989 ਤੱਕ ਦੇਖਿਆ ਜਾਵੇ ਤਾਂ ਕੇਂਦਰ ਅਤੇ ਰਾਜਾਂ ਵਿਚ ਇੱਕ ਹੀ ਪਾਰਟੀ ਦੀਆਂ ਸਰਕਾਰਾਂ ਕਾਇਮ ਰਹੀਆਂ ਸਨ। ਪਰੰਤੂ 1989 ਤੋਂ ਬਾਅਦ ਕੇਂਦਰ ਅਤੇ ਰਾਜਾਂ ਵਿਚ ਵੱਖ-ਵੱਖ ਗਠਜੋੜ ਅਤੇ ਵੱਖ-ਵੱਖ ਦਲਾਂ ਦੀਆਂ ਸਰਕਾਰਾਂ ਦੇ ਦੌਰ ਦਾ ਆਰੰਭ ਹੋਇਆ ਸੀ ਜਿਹੜਾ ਕਿ 2014 ਤੱਕ ਜਾਰੀ ਰਿਹਾ ਸੀ। 2014 ਵਿਚ ਕੇਂਦਰ ਵਿਚ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਦੀ ਅਗਵਾਈ ਹੇਠ ਰਾਸ਼ਟਰੀ ਲੋਕਤੰਤਰੀ ਗਠਜੋੜ ਦੀ ਸਰਕਾਰ ਦੇ ਸੱਤਾ ਵਿਚ ਆਉਣ ਪਿੱਛੋਂ ਕੇਂਦਰ ਅਤੇ ਰਾਜਾਂ ਵਿਚ ਕਾਂਗਰਸ ਪਾਰਟੀ ਦੇ ਨਿਘਾਰ ਦਾ ਦੌਰ ਆਰੰਭ ਹੋਇਆ ਸੀ ਜਿਹੜਾ ਕਿ ਅੱਜ ਵੀ ਜਾਰੀ ਹੈ। ਅੱਜ ਕੇਂਦਰ ਵਿਚ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਨਰਿੰਦਰ ਮੋਦੀ ਦੀ ਅਗਵਾਈ ਹੇਠ ਰਾਸ਼ਟਰੀ ਲੋਕਤੰਤਰੀ ਗਠਜੋੜ ਦੀ ਸਰਕਾਰ ਸੱਤਾ ਵਿਚ ਹੈ ਜਦ ਕਿ ਭਾਰਤ ਦੇ ਲੱਗ-ਭੱਗ 16 ਰਾਜਾਂ ਵਿਚ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਦੀਆਂ ਨਿਰੋਲ ਅਤੇ ਕੁਝ ਰਾਜਾਂ ਵਿਚ ਖੇਤਰੀ ਦਲਾਂ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਮਿਲੀਆਂ ਜੁਲੀਆਂ ਸਰਕਾਰਾਂ ਕਾਇਮ ਹਨ। ਇਸ ਸਭ ਦੇ ਨਤੀਜੇ ਵਜੋਂ ਭਾਰਤ ਵਿਚ ਮੁੜ ਕੇਂਦਰ ਅਤੇ ਰਾਜਾਂ ਵਿਚ ਇੱਕ ਹੀ ਪਾਰਟੀ ਦੀਆਂ ਸਰਕਾਰਾਂ ਦਾ ਦੌਰ ਆਰੰਭ ਹੋਇਆ ਹੈ। ਜਿਸ ਨਾਲ ਕਾਂਗਰਸ ਪਾਰਟੀ ਹਾਸ਼ੀਏ ਤੇ ਚਲੀ ਗਈ ਪ੍ਰਤੀਤ ਹੁੰਦੀ ਹੈ। ਦੂਜੇ ਪਾਸੇ ਜੇਕਰ ਅਸੀਂ ਗੱਲ ਕਰੀਏ ਤਾਂ ਅਸੀਂ ਕਹਿ ਸਕਦੇ ਹਾਂ ਕਿ ਕੇਂਦਰੀ ਸਰਕਾਰ ਵਿਚ ਖੇਤਰੀ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਦੀ ਸਹਿਭਾਗਿਤਾ ਦਾ ਵੀ ਪਤਨ ਹੋ ਰਿਹਾ ਹੈ। ਇਸ ਵਿਚ ਵੀ ਕੋਈ ਸ਼ੱਕ ਹੈ ਕਿ ਰਾਸ਼ਟਰੀ ਲੋਕਤੰਤਰੀ ਗਠਬੰਧਨ ਵਿਚ ਕਈ ਖੇਤਰੀ ਦਲ ਸ਼ਾਮਿਲ ਹਨ ਅਤੇ ਉਹਨਾਂ ਦੇ

ਪ੍ਰਤੀਨਿਧ ਮੰਤਰੀ - ਮੰਡਲ ਵਿੱਚ ਲਏ ਗਏ ਹਨ ਪਰ ਕੇਂਦਰ ਸਰਕਾਰ ਵਿੱਚ ਖੇਤਰੀ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਦੀ ਪ੍ਰਮੁੱਖਤਾ ਅਤੇ ਧੋਸ ਵਾਲੀ ਸਹਿਭਾਗਿਤਾ ਦਾ ਅੰਤ ਹੋ ਗਿਆ ਹੈ। ਜਿਹੜੇ ਖੇਤਰੀ ਰਾਜਨੀਤਿਕ ਦਲ ਰਾਸ਼ਟਰੀ ਲੋਕਤੰਤਰੀ ਗਠਬੰਧਨ ਦੇ ਮੰਤਰੀ - ਮੰਡਲ ਵਿੱਚ ਸ਼ਾਮਲ ਹਨ ਉਹ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਅਤੇ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਤੇ ਆਪਣੇ ਵਿਚਾਰ ਠੋਸ ਨਹੀਂ ਸਕਦੇ। ਮੌਜੂਦਾ ਮੰਤਰੀ-ਮੰਡਲ ਵਿੱਚ ਖੇਤਰੀ ਦਲਾਂ ਦੀ ਸਹਿਭਾਗਿਤਾ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਦੀ ਪ੍ਰਮੁੱਖਤਾ ਅਧੀਨ ਹੀ ਰਹੇਗੀ ਕਿਉਂਕਿ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਆਪਣੀ ਵਿਚਾਰਧਾਰਾ ਦੇ ਵਿਰੁੱਧ ਕਿਸੇ ਰਾਜਨੀਤਿਕ ਦਲ ਦੇ ਵਿਚਾਰ ਨੂੰ ਪ੍ਰਵਾਨ ਨਹੀਂ ਕਰੇਗੀ। ਉਸ ਦਿਨ ਦੀ ਸੰਭਾਵਨਾ ਨੂੰ ਰੱਦ ਨਹੀਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਜਦੋਂ ਭਾਰਤੀ ਜਨਤਾ ਪਾਰਟੀ ਦੀਆਂ ਨੀਤੀਆਂ ਮੰਤਰੀ- ਮੰਡਲ ਵਿੱਚ ਸ਼ਾਮਲ ਖੇਤਰੀ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਨੂੰ ਪ੍ਰਵਾਨ ਨਾ ਹੋਣ ਅਤੇ ਉਹਨਾਂ ਨੂੰ ਮਜ਼ਬੂਰ ਹੋ ਕੇ ਮੰਤਰੀ - ਮੰਡਲ ਨੂੰ ਅਲਵਿਦਾ ਕਹਿਣਾ ਪਏ। ਭਵਿੱਖ ਦੀ ਸਥਿਤੀ ਕੁਝ ਵੀ ਹੋ ਸਕਦੀ ਹੈ, ਪਰ ਵਰਤਮਾਨ ਸਥਿਤੀ ਇਹ ਸੰਕੇਤ ਦਿੰਦੀ ਹੈ। ਕਿ ਖੇਤਰੀ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਦੀ ਕੇਂਦਰੀ ਮੰਤਰੀ ਮੰਡਲ ਵਿੱਚ ਸਹਿਭਾਗਿਤਾ ਦਾ ਸਹਿਜੇ ਸਹਿਜੇ ਪਤਨ ਹੋ ਸਕਦਾ ਹੈ।

ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਦੇ ਵਿੱਚ ਇੱਕ ਹੋਰ ਨਵਾਂ ਝੁਕਾਅ ਆਇਆ ਹੈ ਕਿ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਵਿੱਚ ਨੌਜਵਾਨ ਵਰਗ ਦਾ ਉਭਾਰ ਹੋਇਆ ਹੈ। ਜੇਕਰ ਅਸੀਂ ਪਿਛਲੇ ਸਮੇਂ ਦੇ ਵਿੱਚ ਝਾਤ ਮਾਰੀਏ ਤਾਂ ਪਤਾ ਲੱਗਦਾ ਹੈ ਕਿ ਭਾਰਤ ਵਿੱਚ ਜਦੋਂ ਵੀ ਕਦੇ ਰਾਜਨੀਤਿਕ ਦਲ ਉਸਰਿਆ ਹੈ ਉਸਦੀ ਜਿਆਦਾਤਰ ਕਮਾਨ ਜਿਆਦਾਤਰ ਬੁੱਢਿਆਂ ਦੇ ਹੱਥਾਂ ਵਿੱਚ ਰਹੀ ਹੈ। ਜਿਵੇਂ ਉਦਹਾਰਣ ਲਈ ਕਾਂਗਰਸ ਕਾਫੀ ਲੰਬੇ ਸਮੇਂ ਤੱਕ ਪੰਡਿਤ ਨਹਿਰੂ ਅਤੇ ਇੰਦਰਾ ਗਾਂਧੀ ਅਤੇ V.P ਨਰਸਿੰਮਾ ਰਾਓ ਦੀ ਅਗਵਾਈ ਹੇਠ ਕੰਮ ਕਰਦੀ ਰਹੀ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ B.J.P ਅਟਲ ਬਿਹਾਰੀ ,ਲਾਲ ਕ੍ਰਿਸ਼ਨ ਅਡਵਾਨੀ ਵਰਗੇ ਬਜ਼ੁਰਗ ਨੇਤਾਵਾਂ ਦੀ ਅਗਵਾਈ ਹੇਠ ਰਹੀ। ਇਸੇ ਤਰ੍ਹਾਂ ਖੇਤਰੀ ਪਾਰਟੀਆਂ ਵਿੱਚ ਵੀ ਸ਼੍ਰੋਮਣੀ ਅਕਾਲੀ ਦਲ ਵਿੱਚ ਸ਼੍ਰੀ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ ਬਾਦਲ ਹਰਿਆਣਾ ਵਿੱਚ ਇਨੌਲੋ ਵਿੱਚ ਪਹਿਲਾਂ ਚੌਧਰੀ, ਦੇਵੀ ਲਾਲ, ਫਿਰ ਓਮ ਪ੍ਰਕਾਸ਼ ਚੋਟਾਲਾ, ਜੰਮੂ ਕਸ਼ਮੀਰ ਵਿੱਚ ਨੈਸ਼ਨਲ ਕਾਨਫਰੰਸ ਵਿੱਚ ਫਾਰੂਕ ਅਬਦੁਲਾ ਵਰਗੇ ਨੇਤਾਵਾਂ ਨੇ ਪਾਰਟੀਆਂ ਦਾ ਕੰਮ ਸੰਭਾਲਿਆ ਹੈ। ਪਰ 21ਵੀਂ ਸਦੀ ਵਿੱਚ ਨੌਜਵਾਨ ਪੀੜ੍ਹੀ ਦਾ ਭਾਰੀ ਪੱਧਰ ਤੇ ਆਪਣੀਆਂ ਆਪਣੀਆਂ ਪਾਰਟੀਆਂ ਵਿੱਚ ਆਗਮਨ ਹੋਇਆ ਹੈ। ਜਿਸ ਵਿੱਚ ਇੰਨ੍ਹਾਂ ਪਾਰਟੀਆਂ ਦੀ ਕਮਾਨ ਇੰਨ੍ਹਾਂ ਬੁੱਢਿਆਂ ਦੇ ਹੱਥਾਂ ਵਿੱਚੋਂ ਨਿਕਲ ਕੇ ਨੌਜਵਾਨਾਂ ਦੇ ਹੱਥਾਂ ਵਿੱਚ ਆ ਗਈ ਜਿਵੇਂ ਕਾਂਗਰਸ ਵਿੱਚ ਪ੍ਰਿਯੰਕਾ ਗਾਂਧੀ ਅਤੇ ਰਾਹੁਲ ਗਾਂਧੀ, B.J.P ਵਿੱਚ ਵਰੁਣ ਗਾਂਧੀ, ਪ੍ਰਮੋਦ ਮਹਾਜਨ ਦਾ ਬੇਟਾ ਰਾਹੁਲ ਮਹਾਜਨ, ਪੰਜਾਬ ਵਿੱਚ ਸ਼੍ਰੋਮਣੀ ਅਕਾਲੀ ਦਲ ਦੇ ਪ੍ਰਧਾਨ ਸ਼੍ਰੀ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ ਬਾਦਲ ਨੇ ਆਪਣੇ ਬੇਟੇ ਸੁਖਬੀਰ ਬਾਦਲ ਨੂੰ ਪਾਰਟੀ ਦੀ ਕਮਾਨ ਸੌਂਪ ਦਿੱਤੀ ਹੈ। ਹਰਿਆਣਾ ਵਿੱਚ ਓਮ ਪ੍ਰਕਾਸ਼ ਚੋਟਾਲਾ ਦੇ ਦਹੌਤੇ ਬੇਟੇ ਅਭਾਸ਼ ਅਤੇ ਅਜੇ, ਮੁੱਖ ਮੰਤਰੀ ਹੁੱਡਾ ਦੇ ਬੇਟੇ ਰਣਬੀਰ ਹੁੱਡਾ, ਜੰਮੂ ਕਸ਼ਮੀਰ ਵਿੱਚ ਉਮਰ ਅਬੁੱਦਲਾ ਆਦਿ ਵਰਗੀਆਂ ਹਸਤੀਆਂ ਆਪਣੇ - ਆਪਣੇ ਦਲਾਂ ਨੂੰ ਨਵੀਆਂ ਦਿਸ਼ਾਵਾਂ ਵੱਲ ਵਧਾ ਰਹੀਆਂ ਹਨ। ਇਸ ਤਰ੍ਹਾਂ Dec 2007 ਵਿੱਚ ਭਜਨ ਲਾਲਾ ਅਤੇ ਉਸ ਦੇ ਬੇਟੇ ਕੁਲਦੀਪ ਬਿਜਨੋਈ ਦੇ ਦੁਆਰਾ ਨਵੀਂ ਪਾਰਟੀ ਦਾ ਨਿਰਮਾਣ ਇਸ ਗੱਲ ਦਾ ਸੰਕੇਤ ਹਨ ਕਿ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਦੀ ਕਮਾਨ ਨੌਜਵਾਨ ਪੀੜ੍ਹੀ ਦੇ ਹੱਥਾਂ ਵਿੱਚ ਹੋਵੇਗੀ। ਸਾਡੀ ਵਰਤਮਾਨ ਲੋਕ ਸਭਾ ਵਿੱਚ ਵੀ ਅਜਿਹੇ 100 ਦੇ ਲਗਭਗ ਮੈਂਬਰ ਅਜਿਹੇ ਹਨ, ਜਿਹਨਾਂ ਦੀ ਉਮਰ 45 ਸਾਲ ਤੋਂ ਘੱਟ ਹੈ।

ਅੱਜ ਦੀ ਰਾਜਨੀਤੀ ਪ੍ਰਣਾਲੀ ਵਿੱਚ ਇੱਕ ਨਵਾਂ ਮੋੜ ਜਨਵਾਦੀ ਨਾਹਰਿਆਂ ਦਾ ਵੀ ਹੈ। ਰਾਜਨੀਤਿਕ ਪਾਰਟੀਆਂ ਨੇ ਲੋਕਾਂ ਦੀਆਂ ਭਾਵਨਾਵਾਂ ਨੂੰ ਭੜਕਾਉਣ ਲਈ ਨਵੇਂ-ਨਵੇਂ ਅਤੇ ਸਮੇਂ ਦੀ ਲੋੜ ਅਨੁਸਾਰ ਕੁਝ ਢੁੱਕਵੇਂ ਨਾਹਰਿਆਂ ਦਾ ਸਹਾਰਾ ਲਿਆ। ਇਹਨਾਂ ਨਾਹਰਿਆਂ ਨੂੰ ਸੁਣ ਕੇ ਲੋਕ ਰਾਜਨੀਤਿਕ ਉਤੇਜਨਾਂ ਵਿੱਚ ਆ ਕੇ ਉਹਨਾਂ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਨੂੰ ਵੋਟ ਪਾ ਦਿੰਦੇ ਹਨ ਜਿਹਨਾਂ ਨੇ ਉਹਨਾਂ ਦੀਆਂ ਮੁਸ਼ਕਿਲਾਂ ਤੇ ਸ਼ਿਕਾਇਤਾਂ ਦੂਰ ਕਰਨ ਦਾ ਵਿਸ਼ਵਾਸ ਦੁਆਇਆ ਹੁੰਦਾ ਹੈ। ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਵਿੱਚ ਹਰਮਨ ਪਿਆਰੇ ਨਾਹਰੇ ਸ਼ੁਰੂ ਕਰਨ ਦਾ ਸਿਹਰਾ ਇੰਦਰਾ ਗਾਂਧੀ ਨੂੰ ਜਾਂਦਾ ਹੈ। ਉਹਨਾਂ ਨੇ 1971 ਵਿੱਚ ‘ ਗਰੀਬੀ ਹਟਾਉ’ ਦਾ ਨਾਹਰਾ ਲਗਾ ਕੇ ਖੂਬ ਵੋਟਾਂ ਹਾਸਿਲ ਕੀਤੀਆਂ। ਇਸ ਤੋਂ ਬਿਨਾਂ 1991 ਵਿੱਚ ਬੀਜੇਪੀ ਨੇ ‘ਰਾਮ, ਰੋਟੀ, ਇਨਸਾਫ਼’ ਅਤੇ 1991 - 92 ਵਿੱਚ ਆਂਧਰਾ ਪ੍ਰਦੇਸ਼ ਵਿੱਚ ਉਥੇ ਦੇ ਅਹਿਮ ਨੇਤਾਂ ਸਵ. ਐਨ. ਟੀ. ਰਾਮਰਾਊ ਨੇ ਵੀ ਦੋ ਰੁਪਏ ਕਿਲੋ ਚਾਵਲ ਦਾ ਨਾਹਰਾ ਦੇ ਕੇ ਚੋਣਾਂ ਜਿੱਤੀਆਂ ਸਨ। ਫਿਰ ਅਜਿਹੇ ਨਾਹਰਿਆਂ ਦਾ ਦੌਰ ਸਾਰੇ ਭਾਰਤ ਵਿੱਚ ਸ਼ੁਰੂ ਹੋ ਗਿਆ ਜਿਸ ਦੀ ਮਿਸਾਲ ਖੇਤਰੀ ਪਾਰਟੀਆਂ ਵੀ ਹਨ ਜਿਵੇਂ ਪੰਜਾਬ ਵਿੱਚ 1997 ਚ ਪ੍ਰਕਾਸ਼

ਸਿੰਘ ਬਾਦਲ ਨੇ ਪੇਡੂ ਕਿਸਾਨਾਂ ਨੂੰ ਮੁਫਤ ਬਿਜਲੀ, ਪਾਣੀ ਦੇਣ ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ ਸੀ। ਫਰਵਰੀ, 2007 ਵਿੱਚ ਪੰਜਾਬ ਚੋਣਾਂ 'ਚ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ ਬਾਦਲ ਦੀ ਪਾਰਟੀ ਨੇ 420 ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ, '4 ਰੁਪਏ ਕਿਲੋ ਆਟਾ ਅਤੇ ਵੀਹ ਰੁਪਏ ਕਿਲੋ ਦਾਲ।' 2012 ਵਿੱਚ ਰਾਜ ਨਹੀਂ ਸੇਵਾ ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ। ਇਸੇ ਤਰ੍ਹਾਂ ਕਾਂਗਰਸ ਨੇ 'ਕਾਂਗਰਸ ਕਾ ਹਾਥ ਆਮ ਆਦਮੀ ਕੇ ਸਾਥ ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ। ਬੀਜੇਪੀ ਨੇ 'ਅਬ ਕੀ ਬਾਰ ਮੋਦੀ ਸਰਕਾਰ' ਅਤੇ ਅੱਛੇ ਦਿਨ ਆਨੇ ਵਾਲੇ ਹੈ" ਦੇ ਨਾਹਰੇ ਦਿੱਤੇ। ਇਸ ਤਰ੍ਹਾਂ 2017 ਦੀਆਂ ਚੋਣਾਂ ਵਿੱਚ ਪੰਜਾਬ ਵਿਧਾਨ ਸਭਾ ਦੀਆਂ ਚੋਣਾਂ ਹੋਈਆਂ ਉਹਨਾਂ ਦੇ ਵਿੱਚ ਕਾਂਗਰਸ ਨੇ ਇਹ ਨਾਹਰਾ ਦਿੱਤਾ "ਚਾਹੁੰਦਾ ਹੈ ਪੰਜਾਬ, ਕੈਪਟਨ ਦੀ ਸਰਕਾਰ" ਇਸ ਮੁਹਿੰਮ ਦੇ ਦੁਆਰਾ ਕਾਂਗਰਸ ਨੇ ਚੋਣਾਂ ਦੇ ਵਿੱਚ ਜਿੱਤ ਪ੍ਰਾਪਤ ਕੀਤੀ।

ਆਮ ਆਦਮੀ ਪਾਰਟੀ ਨੇ 'ਝਾੜੂ ਚਲਾਉ ਬੇਈਮਾਨ ਭਜਾਉ' ਦਾ ਨਾਹਰਾ ਦਿੱਤਾ। ਇਸ ਤਰ੍ਹਾਂ ਬਸਪਾ ਨੇ 'ਚੱਲੇਗਾ ਹਾਥੀ, ਉੜੇਗੀ ਧੂਲ, ਨਾ ਰਹੇਗਾ ਹਾਥ, ਨਾ ਰਹੇਗਾ ਫੂਲ।' ਇਹਨਾਂ ਨਾਹਰਿਆਂ ਦਾ ਪ੍ਰਭਾਵ ਭਾਰਤ ਦੇ ਲੋਕ ਆਸਾਨੀ ਨਾਲ ਕਬੂਲ ਲੈਂਦੇ ਹਨ ਕਿਉਂ ਕਿ ਭਾਰਤ ਦੇ ਬਹੁਤੇ ਲੋਕ ਅਨਪੜ੍ਹ ਹਨ। ਅਨਪੜ੍ਹਤਾ ਕਾਰਨ ਉਹ ਅਸਲੀਅਤ ਨੂੰ ਨਹੀਂ ਵੇਖ ਸਕਦੇ। ਜਦ ਚੋਣਾਂ ਵਿੱਚ ਕੋਈ ਰਾਜਨੀਤਿਕ ਦਲ ਇਹਨਾਂ ਨਾਹਰਿਆਂ ਦੇ ਸਹਾਰੇ ਜਿੱਤ ਪ੍ਰਾਪਤ ਕਰ ਲੈਂਦਾ ਹੈ ਤਾਂ ਉਸ ਤੋਂ ਬਾਅਦ ਲੋਕ ਉਹਨਾਂ ਤੋਂ ਆਸ ਕਰਦੇ ਹਨ ਕਿ ਉਹ ਉਹਨਾਂ ਨਾਲ ਕੀਤੇ ਵਾਅਦੇ ਵੀ ਪੂਰੇ ਕਰਨ ਪਰ ਜਦ ਅਜਿਹਾ ਨਹੀਂ ਕਰ ਪਾਉਂਦੇ ਤਾਂ ਉਹ ਸਰਕਾਰ ਤੇ ਦਬਾਅ ਪਾਉਂਦੇ ਹਨ ਤੇ ਧਰਨੇ ਮੁਜ਼ਾਹਰੇ ਵੀ ਕਰਦੇ ਹਨ। ਇਹਨਾਂ ਵਿਰੋਧਤਾਵਾਂ ਨੂੰ ਵੇਖ ਦੇ ਹੋਏ ਸਾਬਕਾ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਡਾ. ਮਨਮੋਹਨ ਸਿੰਘ ਨੂੰ ਇਹ ਕਹਿਣਾ ਪਿਆ ਸੀ ਕਿ ਮੇਰੇ ਕੋਲ ਕੋਈ ਜਾਦੂ ਦੀ ਛਤੀ ਨਹੀਂ ਜਾਂ ਅਲਾਦੀਨ ਦਾ ਚਿਰਾਗ ਨਹੀਂ ਕਿ ਮੈਂ ਰਾਤੋ ਰਾਤ ਸਭ ਕੁਝ ਬਦਲ ਦਿਆਂ। ਜ਼ਰੂਰੀ ਨਹੀਂ ਕਿ ਇਹ ਨਾਹਰੇ ਜਿੱਤ ਦਾ ਕਾਰਨ ਬਣਨ ਸਗੋਂ ਕਈ ਵਾਰ ਹਾਰ ਦਾ ਵੀ ਕਾਰਨ ਬਣਦੇ ਹਨ ਜਿਵੇਂ ਬਿਹਾਰ ਵਿੱਚ ਮੋਹਨ ਭਾਗਵਤ ਦੁਆਰਾ 'ਗਊ ਬਚਾਉ' ਦਾ ਨਾਹਰਾ ਅਤੇ ਬੀਜੇਪੀ ਦੇ ਨੇਤਾਵਾਂ ਵੱਲੋਂ ਬਿਹਾਰ ਨੂੰ ਜੰਗਲ ਰਾਜ ਕਹਿਣਾ ਮਹਿੰਗਾ ਪੈ ਗਿਆ ਸੀ।

ਇਸੇ ਤਰ੍ਹਾਂ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਕਿਸੇ ਮਹਾਨ ਨੇਤਾ ਦੇ ਨਾਂ, ਸਖ਼ਸੀਅਤ ਤੇ ਗੁਣਾਂ ਦਾ ਕੇਂਦਰ ਬਿੰਦੂ ਰਹੀ ਹੈ। ਭਾਰਤੀ ਜਨਤਾ ਵਿਅਕਤੀ ਪੂਜਾ ਦੇ ਅਧਾਰ ਤੇ ਉਸ ਦੀ ਪਾਰਟੀ ਨੂੰ ਵੋਟਾਂ ਪਾਉਂਦੀ ਹੈ ਜਿਵੇਂ ਅਮਰੀਕਾ, ਇੰਗਲੈਂਡ ਵਰਗੇ ਵਿਕਸਿਤ ਦੇਸ਼ਾਂ ਵਿੱਚ ਲੋਕ ਪਾਰਟੀਆਂ ਦੀਆਂ ਨੀਤੀਆਂ ਕਾਰਜ ਕ੍ਰਮ ਨੂੰ ਦੇਖ ਕੇ ਵੋਟ ਪਾਉਂਦੇ ਹਨ। ਉਥੇ ਸਾਡੇ ਦੇਸ਼ ਦੀ ਭੋਲੀ-ਭਾਲੀ ਜਨਤਾ ਅਤੇ ਅਨਪੜ੍ਹ ਲੋਕ ਨੇਤਾਵਾਂ ਦੀ ਵਿਅਕਤੀਤਵ ਅਤੇ ਸ਼ਕਲ ਸੂਰਤ ਦੇਖ ਕੇ ਵੋਟ ਪਾਉਂਦੇ ਹਨ। ਕਾਂਗਰਸ ਲਈ ਪੰਡਿਤ ਨਹਿਰੂ, ਇੰਦਰਾਂ ਗਾਂਧੀ, ਸੋਨੀਆਂ ਗਾਂਧੀ, ਬੀਜੇਪੀ ਲਈ ਵਾਜਪਾਈ, ਨਰਿੰਦਰ ਮੋਦੀ, NCP ਲਈ ਸ਼੍ਰੀ ਸਰਦ ਪਵਾਰ, ਸ਼੍ਰੋਮਣੀ ਅਕਾਲੀ ਦਲ ਲਈ ਸ਼੍ਰੀ ਪ੍ਰਕਾਸ਼ ਬਾਦਲ ਅਤੇ AIADMK ਲਈ ਜੈਲਲਿਤਾ ਅਜਿਹੀਆਂ ਸਖ਼ਸੀਅਤਾਂ ਸਾਬਿਤ ਹੋਈਆਂ ਹਨ, ਜਿਹਨਾਂ ਦੀ ਪੂਜਾ ਕਰਦੇ ਹੋਏ ਲੋਕਾਂ ਨੇ ਉਹਨਾਂ ਨੂੰ ਵੋਟ ਪਾਏ ਹਨ। ਅੱਜ ਚਾਹੇ ਅਸੀਂ 21ਵੀਂ ਸਦੀ ਵਿੱਚ ਕਦਮ ਰੱਖ ਚੁੱਕੇ ਹਾਂ, ਪਰ ਫਿਰ ਵੀ ਪਾਗਲਪਨ ਦੀ ਇਸ ਚਾਹਤ ਤੋਂ ਅਸੀਂ ਛੁਟਕਾਰਾਂ ਨਹੀਂ ਪਾ ਸਕੇ। ਸਾਡੀ ਇਸੇ ਕਮਜ਼ੋਰ ਨਬਜ਼ ਦਾ ਸ਼ਾਤਿਰ ਪਾਰਟੀਆਂ ਵੀ ਲਾਭ ਉਠਾਉਂਦੀਆਂ ਹਨ। ਹੁਣ ਤਾਂ ਉਹ ਚੋਣਾਂ ਵਿੱਚ ਫਿਲਮੀ ਹਸਤੀਆਂ ਅਤੇ ਕ੍ਰਿਕਟ ਖਿਡਾਰੀਆਂ ਨੂੰ ਵੀ ਛੱਡ ਰਹੀਆਂ ਹਨ ਜਿਸ ਕਰਕੇ ਕਿਰਨ ਖੇਰ, ਸਤਰੂਘਨ ਸਿਨਹਾ, ਰਾਜਬੱਬਰ, ਗੋਵਿੰਦਾ, ਸ਼ਕਤੀ ਕਪੂਰ ਨਵਜੋਤ ਸਿੰਘ ਸਿੱਧੂ ਆਦਿ ਸਾਡੀ ਸੰਸਦ ਦੀ ਸ਼ੋਭਾ ਬਣੇ ਹਨ।

ਇਸ ਸਭ ਤੋਂ ਇਲਾਵਾ ਜਿਥੇ ਅਮਰੀਕਾ, ਇੰਗਲੈਂਡ ਵਰਗੇ ਦੇਸ਼ਾਂ ਵਿੱਚ ਰਾਜਨੀਤਿਕ ਦਲ, ਸਮਾਜਿਕ, ਆਰਥਿਕ ਅਤੇ ਰਾਜਨੀਤਿਕ ਮੁੱਦਿਆਂ ਨੂੰ ਲੈ ਕੇ ਉਤਰਦੇ ਹਨ ਉਥੇ ਸਾਡੇ ਦੇਸ਼ ਵਿੱਚ ਧਰਮ, ਜਾਤੀ ਅਤੇ ਭਾਸ਼ਾਂ ਦੇ ਆਧਾਰ ਤੇ ਰਾਜਨੀਤਿਕ ਦਲ ਬਣਦੇ ਹਨ। ਚੋਣਾਂ ਵਿੱਚ ਵੀ ਉਹ ਇਹਨਾਂ ਹੀ ਮੁੱਦਿਆਂ ਨੂੰ ਹੁਲਾਰਾ ਦਿੰਦੇ ਹਨ। ਉਦਹਾਰਣ ਲਈ ਜਿਵੇਂ ਹਿੰਦੂ ਧਰਮ ਦੇ ਆਧਾਰ ਤੇ ਬੀਜੇਪੀ ਅਤੇ ਸ਼ਿਵ ਸੈਨਾ, ਸਿੱਖ ਧਰਮ ਦੇ ਆਧਾਰ ਤੇ ਸ਼੍ਰੋਮਣੀ ਅਕਾਲੀ ਦਲ, ਬ੍ਰਹਮਣ ਜਾਤੀ ਦੇ ਹਿੱਤਾਂ ਲਈ DMK ਅਤੇ AIADMK ਅਨੁਸੂਚਿਤ ਜਾਤੀਆਂ ਅਤੇ ਜਨਜਾਤੀਆਂ ਲਈ BSP ਆਦਿ ਅਜਿਹੀਆਂ ਪਾਰਟੀਆਂ ਨਾਲ ਦੇਸ਼ ਵਿੱਚ ਜਾਤੀਵਾਦ, ਫਿਰਕਾਪ੍ਰਸਤ, ਭਾਸ਼ਾਵਾਦ ਅਤੇ ਖੇਤਰਵਾਦ ਦੀ ਭਾਵਨਾ ਵਧਦੀ ਹੈ। ਉਪਰੋਂ ਅਨੁਸ਼ਾਸਨ ਸ਼ਬਦ ਇਹਨਾਂ ਦੇ ਸ਼ਬਦ ਕੋਸ਼ ਵਿੱਚ ਹੀ ਨਹੀਂ ਹੈ। ਸ਼ਰੇਆਮ ਆਪਣੀ ਪਾਰਟੀ ਦੇ ਲੀਡਰ ਦੇ

ਖਿਲਾਫ਼ ਬੋਲਣਾ , ਸੰਸਦ ਵਿੱਚ ਭੱਦਾ ਵਿਵਹਾਰ ਅਤੇ ਔਰਤ ਮੈਂਬਰਾਂ ਨਾਲ ਦੁਰ ਵਿਵਹਾਰ ਕਰਨਾ , ਸੰਸਦ ਵਿੱਚ ਰੋਲਾ-ਰੱਪਾ ਪਾ ਕੇ ਸੰਸਦ ਦੀ ਕਾਰਵਾਈ ਠੱਪ ਕਰਵਾ ਦੇਣਾ , ਸਪੀਕਰ ਦੇ ਵਾਰ-ਵਾਰ ਕਹਿਣ ਤੇ ਵੀ ਬੋਲਣ ਤੋਂ ਨਾ ਰੁਕਣਾ ਆਦਿ ਅਜਿਹੇ ਦ੍ਰਿਸ਼ ਹਨ , ਜੋ ਸਿੱਧਾ ਦੂਰਦਰਸ਼ਨ ਤੇ ਆ ਰਹੇ ਹਨ ਜਿਸ ਕਰਕੇ ਕਈ ਵਾਰ ਲੋਕ ਸਭਾ ਸਪੀਕਰ ਨੇ ਵੀ ਇਸ ਦੀ ਸ਼ਰਮਿੰਦਗੀ ਮਹਿਸੂਸ ਕੀਤੀ ਹੈ।

ਭਾਰਤ ਵਿੱਚ ਚੋਣਾਂ ਬਹੁਤ ਖਰਚੀਲੀਆਂ ਹਨ । ਇਹਨਾਂ ਤੇ ਬੇ-ਸ਼ੁਮਾਰ ਪੈਸਾ ਖਰਚ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਚੋਣਾਂ ਵਿੱਚ ਕੇਵਲ ਉਹ ਉਮੀਦਵਾਰ ਅਤੇ ਰਾਜਨੀਤਿਕ ਦਲ ਹੀ ਜਿੱਤ ਪ੍ਰਾਪਤ ਕਰਦੇ ਹਨ ਜੋ ਪਾਣੀ ਦੀ ਤਰ੍ਹਾਂ ਪੈਸਾ ਰੋੜ੍ਹ ਸਕਦੇ ਹਨ। ਚੋਣਾਂ ਤੇ ਹੋਣ ਵਾਲਾ ਇਹ ਖਰਚਾ ਮੈਂਬਰਾਂ ਦੇ ਚੰਦੇ ਨਾਲ ਪੂਰਾ ਨਹੀਂ ਹੁੰਦਾ। ਇਹ ਪੈਸਾ ਦਲ ਦੇ ਉੱਚ ਨੇਤਾ ਜ਼ਿੰਮੀਦਾਰਾਂ , ਵਪਾਰੀਆਂ, ਉਦਯੋਗਪਤੀਆਂ , ਪੂੰਜੀਪਤੀਆਂ ਤੇ ਕਈ ਵਾਰ ਸਮਗਲਰਾਂ ਕੋਲੋਂ ਵੀ ਇੱਕਠਾ ਕਰਦੇ ਹਨ। ਫੰਡ ਇੱਕਠਾ ਕਰਨ ਲਈ ਕਈ ਵਾਰ ਵਿਦੇਸ਼ੀ ਤਾਕਤਾਂ ਨਾਲ ਵੀ ਹੱਥ ਮਿਲਾਉਣਾ ਪੈਂਦਾ ਹੈ। ਸ਼ਾਸਕ ਦਲ ਅਤੇ ਵਿਰੋਧੀ ਦਲ ਪੈਸਾ ਇੱਕਠਾ ਕਰਨ ਲਈ ਭ੍ਰਿਸ਼ਟਾਚਾਰੀ ਸਾਧਨ ਅਪਨਾਉਣ ਦਾ ਇੱਕ ਦੂਜੇ ਉੱਤੇ ਇਲਜ਼ਾਮ ਵੀ ਲਾਉਂਦੇ ਹਨ। ਫਿਰ ਪੜਤਾਲੀਆਂ ਕਮੇਟੀਆਂ ਦੀ ਮੰਗ ਕਰਕੇ ਰਾਸ਼ਟਰ ਦਾ ਪੈਸਾ ਤੇ ਸਮਾਂ ਬਰਬਾਦ ਕੀਤਾ ਜਾਂਦਾ ਹੈ। ਪੈਸੇ ਦੀ ਖੇਡ ਨਾਲ ਚੋਣਾਂ ਵਿੱਚ ਗਰੀਬਾਂ ਨੂੰ ਧੰਨ ਦਾ ਲਾਲਚ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ ਤੇ ਵੋਟ ਖਰੀਦੇ ਜਾਂਦੇ ਹਨ। ਭਾਰਤ ਵਿੱਚ ਲੋਕਤੰਤਰੀ ਸਿਧਾਂਤਾਂ ਨੂੰ ਛਿੱਕੇ ਤੇ ਟੰਗ ਕੇ ਅੱਜ ਪੈਸਾ ਦਿਉ ਤੇ ਵੋਟ ਲਉ ਦੀ ਰਾਜਨੀਤੀ ਉਭਰ ਕੇ ਸਾਹਮਣੇ ਆ ਰਹੀ ਹੈ।

ਨੇਤਾ ਜੋ ਕਿ ਦੇਸ਼ ਦਾ ਭਵਿੱਖ ਨਿਰਮਾਤਾ ਹੁੰਦਾ ਹੈ ਅਤੇ ਜਿਸ ਨੇ ਜਨਤਾ ਨੂੰ ਆਪਣੇ ਪਿੱਛੇ ਲਗਾ ਕੇ ਸਹੀ ਦਿਸ਼ਾ ਵੱਲ ਵਧਾਉਣਾ ਹੁੰਦਾ ਹੈ। ਉਹੀ ਨੇਤਾ ਅੱਜ ਦੇਸ਼ ਦੇ ਰੱਖਿਅਕਾਂ ਦੀ ਬਜਾਏ ਦੇਸ਼ ਦਾ ਹੀ ਬਲੀਦਾਨ ਦੇਣ ਵਾਲੇ ਬਣ ਗਏ ਹਨ। ਜਨਤਾ ਸਾਹਮਣੇ ਤਾਂ ਇਹ ਬੜੀ ਇਮਾਨਦਾਰ ਅਤੇ ਸਾਫ਼ ਤਸਵੀਰ ਪੇਸ਼ ਕਰਦੇ ਹਨ ਪਰ ਅਸਲੀਅਤ ਇਨ੍ਹਾਂ ਦੀ ਉਦੋਂ ਆਉਦੀ ਹੈ ਜਦੋਂ ਟੀ. ਵੀ. ਚੈਨਲਾਂ ਤੇ ਇਹ ਸੰਸਦ ਵਿੱਚ ਪ੍ਰਸ਼ਨ ਪੁੱਛਣ ਲਈ ਹੀ ਪੈਸਾ ਖਾਂਦੇ ਦਿਖਾਏ ਜਾਂਦੇ ਹਨ। ਹਾਲਾਂ ਕਿ ਸਾਡੀ ਸੰਸਦ ਨੇ ਬੜਾ ਸਖ਼ਤ ਫ਼ੈਸਲਾ ਲੈਂਦੇ ਹੋਏ ਅਜਿਹੇ 10 ਮੈਂਬਰਾਂ ਨੂੰ ਸੰਸਦ ਦੀ ਮੈਂਬਰਸ਼ਿਪ ਤੋਂ ਬਰਖਾਸਤ ਕਰ ਦਿੱਤਾ ਸੀ। ਪਰ ਅਜੇ ਵੀ ਇਹ ਭ੍ਰਿਸ਼ਟਾਚਾਰੀ ਨੇਤਾ ਟਿਕਦੇ ਨਹੀਂ । ਉਹ ਸੁਪਰੀਮ ਕੋਰਟ ਦਾ ਦਰਵਾਜ਼ਾ ਖੜਕਾ ਰਹੇ ਹਨ ਕਿਉਂ ਕਿ ਇਹਨਾਂ ਦਾ ਤਰਕ ਇਹ ਹੈ ਕਿ ਉਹਨਾਂ ਨੂੰ ਜਨਤਾ ਨੇ ਚੁਣਿਆ ਹੈ ਤਾਂ ਸੰਸਦ ਉਹਨਾਂ ਨੂੰ ਹਟਾਉਣ ਵਾਲੀ ਕੌਣ ਹੈ? ਅਜੇ ਤਾਂ ਇਹ 10 ਵਿਅਕਤੀ ਹੀ ਸਾਹਮਣੇ ਆਏ ਹਨ । ਸੱਪ ਦੀ ਕੁੰਡਲੀ ਵਿੱਚ ਹੋਰ ਪਤਾ ਨਹੀਂ ਕਿੰਨੇ ਛੁਪੇ ਬੈਠੇ ਹਨ ? ਇਸ ਨਾਲ ਭਾਰਤੀ ਜਨਤਾ ਦਾ ਨੇਤਾਵਾਂ ਅਤੇ ਦੇਸ਼ ਦੀ ਰਾਜਨੀਤੀ ਵਿੱਚ ਬਿਲਕੁਲ ਹੀ ਵਿਸ਼ਵਾਸ ਖ਼ਤਮ ਹੋ ਗਿਆ ਹੈ ਅਤੇ ਹੁਣ ਤਾਂ ਚੋਣਾਂ ਵਿੱਚ ਜਨਤਾ ਇਹ ਸੋਚਦੀ ਹੈ ਕਿ ਹੁਣ ਤਾਂ ਚੋਣਾਂ ਵਿੱਚ ਸਾਧੂ ਚੁਣਨ ਦਾ ਜਮਾਨਾ ਗਿਆ, ਹੁਣ ਤਾਂ ਜਿਹੜਾ ਸਭ ਤੋਂ ਘੱਟ ਚੋਰ ਹੈ ਉਸ ਨੂੰ ਵੋਟ ਪਾ ਦਿਉ ।

ਧਰਮ, ਜਾਤੀ ਆਦਿ ਗੈਰ ਰਾਜਨੀਤਿਕ ਤੱਥ ਹਨ ਜਿਵੇਂ ਕਿ ਭਾਰਤ ਰਾਜ ਦਾ ਸਰੂਪ ਧਰਮ ਨਿਰਪੱਖ ਹੈ ਪਰ ਦੇਖਣ ਵਿੱਚ ਆਇਆ ਹੈ ਕਿ ਧਰਮ ਦੀ ਮਹੱਤਤਾ ਰਾਜਨੀਤੀ ਵਿੱਚ ਵਧਦੀ ਜਾ ਰਹੀ ਹੈ। ਜਦੋਂ ਕੋਈ ਉਮੀਦਵਾਰ ਖੜਾ ਕਰਨਾ ਹੋਵੇ ਤਾਂ ਉਸ ਧਰਮ ਦਾ ਕੀਤਾ ਜਾਂਦਾ ਹੈ ਜਿਸ ਧਰਮ ਦਾ ਉਸ ਇਲਾਕੇ ਵਿੱਚ ਬਹੁਮਤ ਹੋਵੇ। ਚਾਹੇ ਹਰੇਕ ਦਲ ਆਪਣੇ ਧਰਮ ਨਿਰਪੇਖੀ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਉੱਤੇ ਮਾਣ ਕਰਦਾ ਹੈ ਪਰ ਕੋਈ ਵੀ ਅਜਿਹਾ ਨਹੀਂ ਜੋ ਆਪਣੇ ਰਾਜਨੀਤਿਕ ਲਾਭ ਲਈ ਲੋਕਾਂ ਦੀਆਂ ਧਾਰਮਿਕ ਭਾਵਨਾਵਾਂ ਦਾ ਲਾਭ ਉਠਾਉਣ ਦਾ ਯਤਨ ਨਾ ਕਰਦਾ ਹੋਵੇ । ਸਿਰਫ਼ ਇਹੋ ਨਹੀਂ ਭਾਸ਼ਾ ਤੇ ਜਾਤੀ ਵੱਲ ਵੀ ਪੂਰੀ ਤਵੱਜੋ ਦਿੱਤੀ ਜਾਂਦੀ ਹੈ ਤੇ ਇਹਨਾਂ ਸਭ ਦਾ ਪੂਰਾ ਰਾਜਨੀਤਿਕ ਲਾਭ ਲਿਆ ਜਾਂਦਾ ਹੈ ਚਾਹੇ ਕਿਸੇ ਵੀ ਧਰਮ ਨੂੰ ਰਾਜ ਦਾ ਧਰਮ ਨਹੀਂ ਬਣਾਇਆ ਗਿਆ ਹੈ ਪਰ ਇਸ ਨੂੰ ਰਾਜਨੀਤੀ ਦਾ ਸਭ ਤੋਂ ਮਹੱਤਵਪੂਰਨ ਧਰਮ ਮੰਨਿਆ ਗਿਆ ਹੈ। ਵੋਟਰਾਂ ਦੀ ਭਾਰੀ ਗਿਣਤੀ ਚਾਹੇ ਉਹ ਕਿਸੇ ਵੀ ਧਰਮ ਜਾ ਜਾਤੀ ਤੋਂ ਹੋਵੇ ਰਾਜਨੀਤੀ ਵਿੱਚ ਪੂਰੀ ਦਿਲਚਸਪੀ ਲੈਂਦੇ ਹਨ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਜਾਤੀ ਦੇ ਨਾਮ ਉੱਤੇ ਅਨੇਕਾਂ ਹੀ ਰਾਜਨੀਤਿਕ ਦਲ ਹੋਂਦ ਵਿੱਚ ਆ ਗਏ ਹਨ। ਅਨੁਸੂਚਿਤ ਜਾਤੀਆਂ ਦੇ ਲੋਕ ਇੱਕ ਬਹੁਤ ਵੱਡੇ ਵੋਟ ਬੈਂਕ ਸਨ ਜਿਸ ਕਰਕੇ ਹਰੇਕ ਰਾਜਨੀਤਿਕ ਦਲ ਇਸ ਵੋਟ ਬੈਂਕ ਤੋਂ ਵੱਧ ਲਾਭ ਉਠਾਉਣਾ ਚਾਹੁੰਦੇ ਹਨ। ਪ੍ਰਤੀ ਹੁਣ ਅਨੁਸੂਚਿਤ ਜਾਤੀਆਂ ਦੀ ਆਪਣੀ ਇੱਕ ਪਾਰਟੀ ਬਹੁਜਨ ਸਮਾਜ ਪਾਰਟੀ ਬਣਨ ਦੇ ਨਾਲ ਕਾਫ਼ੀ ਹੱਦ ਤੱਕ ਇਹ ਵੋਟਾਂ ਹੋਰ ਪਾਰਟੀਆਂ ਦੇ ਹਿੱਸੇ ਵਿੱਚ ਨਹੀਂ ਆਉਂਦੀਆਂ ਸਥਾਨ ਰਾਖਵੇਂ ਰੱਖਣ ਦੀ ਪ੍ਰਥਾ ਨੇ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਵਿੱਚ ਜਾਤੀ ਦੇ ਤੱਥ ਦੀ ਮਹੱਤਤਾ ਵਿੱਚ ਬਹੁਤ ਜ਼ਿਆਦਾ ਵਾਧਾ ਕੀਤਾ ਹੈ ।

ਸੋ ਅੰਤ ਦੇ ਵਿੱਚ ਇਹ ਸਿੱਟਾ ਨਿਕਲਦਾ ਹੈ ਕਿ ਰਾਜਨੀਤੀ ਦਾ ਸਰੂਪ ਪ੍ਰਵਿਰਤਨਸ਼ੀਲ ਹੈ। ਇਸ ਲਈ ਵੇਖਿਆ ਜਾ ਸਕਦਾ ਹੈ ਕਿ ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਵਿੱਚ ਨਵੇਂ ਨਵੇਂ ਰੁਝਾਨ ਪੈਦਾ ਹੋਏ ਹਨ ਜਿਹਨਾਂ ਨਾਲ ਇਸ ਦੇ ਸਰੂਪ ਵਿੱਚ ਬੁਨਿਆਦੀ ਤਬਦੀਲੀਆਂ ਆਈਆਂ ਹਨ। ਇਹਨਾਂ ਵਿੱਚ ਬਹੁਤ ਸਾਰੀਆਂ ਚਿੰਤਾਂ ਦਾ ਕਾਰਨ ਵੀ ਹਨ। ਪਰੰਤੂ ਵੱਡੇ ਤੌਰ ਤੇ ਭਾਰਤੀ ਲੋਕਤੰਤਰ ਮਜ਼ਬੂਤ ਹੋਇਆ ਇੱਥੋਂ ਦਾ ਵੋਟਰ ਜਿਆਦਾ ਸੂਝਵਾਨ ਅਤੇ ਪਾਰਟੀਆ ਦੇ ਬਹਿਕਾਵੇ ਵਿੱਚ ਨਾ ਆਉਣ ਵਾਲਾ ਸਿੱਧ ਹੋ ਰਿਹਾ ਹੈ। ਭਾਰਤ ਦੀ ਰਾਜਨੀਤੀ ਨੂੰ ਧਰਮ, ਜਾਤੀ, ਭਾਸ਼ਾ ਆਦਿ ਹੁਣ ਵੀ ਪੂਰੀ ਤਰ੍ਹਾਂ ਪ੍ਰਭਾਵਿਤ ਕਰਦੇ ਹਨ। ਜਿਸ ਤਰ੍ਹਾਂ ਅੱਜ ਤੋਂ 60 ਸਾਲ ਪਹਿਲਾਂ ਕਰਦੇ ਸੀ। ਅੱਜ ਦੀ ਰਾਜਨੀਤੀ ਰਾਸ਼ਟਰੀ ਹਿੱਤ ਦੀ ਬਜਾਏ ਦਲ ਹਿੱਤ ਤੇ ਖੇਤਰੀ ਹਿੱਤਾਂ ਨਾਲ ਜਿਆਦਾ ਪ੍ਰਭਾਵਿਤ ਹੋ ਰਹੀ ਹੈ। ਇਸ ਵਾਸਤੇ ਲੋਕਾਂ ਦਾ ਹੋਰ ਜਾਗਰੂਕ ਹੋਣਾ ਜ਼ਰੂਰੀ ਹੈ ਜੋ ਉਹ ਵੋਟ ਦਾ ਅਰਥ ਪਹਿਚਾਨਣ ਤੇ ਦੇਸ਼ ਦੀ ਭਲਾਈ ਬਾਰੇ ਸੋਚ ਸਕਣ।

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#### **ਹਵਾਲਾ ਪੁਸਤਕ :-**

ਭਾਰਤੀ ਰਾਜਨੀਤੀ ਵਿੱਚ ਉੱਭਰਦੇ ਝੁਕਾਅ (ਟੀ. ਐਸ ਆਨੰਦ ਅਤੇ ਜੇ ਐਸ ਬਰਾੜ)

ਏ. ਸੀ. ਕਪੂਰ 'ਦੀ ਇੰਡੀਅਨ ਪੁਲੀਟੀਕਲ ਸਿਸਟਮ,' ਐਸ. ਚਾਂਦ ਐਂਡ, ਕੰਪਨੀ ਨਵੀਂ ਦਿੱਲੀ 19



## 35. ECOFEMINISM AND MAHASWETA DEVI'S THE HUNT

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### ABSTRACT

*Ecofeminism is a term in which role of women and nature in existing society is evaluated. In patriarchal society women's work, knowledge and their surrounding environment are ignored. It is a study which shows that relation of women with environment is far more intimate than that of men. Needless to say that in ancient India people revered nature as 'Mother'. Nature is always personified as a woman whose basic task is to reproduce and nurture. So are the tasks of women. Her functions are seen as natural to her. Nature is believed to be female and culture is taken as masculine. Cultural values teach man to exploit nature and women to their own selfish purpose, whereas nature helps to sustain and provide essentials for the human race.*

*So we can say that Ecofeminism is perhaps the most important approach with in Ecocriticism and ecological activism. The works of Vandana Shiva, Mary Mellor, Mahasweta Devi, Arundhati Roy and others has generated nuanced readings of the relationship between gender and nature. Movements all over the world that are dedicated to the continuation of life on earth, like the Chipko movement in India, Anti-Militarist movement in Europe and Green Belt movement in Kenya, are all labelled as "Ecofeminist" movements.*

*Ecofeminism serves as a tool to catch the attention of the world to crucial environmental issues and to the oppression of women through the analysis of literature. The purpose of this paper is to discuss Mahasweta Devi's story "The Hunt" under the lens of ecofeminism.*

**KEYWORDS:** *Ecofeminism, Oppression, Bonded Slave, Industrialized Exploitation, Ecology and the Environment, Deforestation.*

### THE HUNT

'The Hunt' with two other stories 'Dauloti the Bountiful' and 'Pterodactyl, Puran Sahay and Pirtha' of Mahasweta Devi figure in *Imaginary Maps* (1995). The present study confines itself to 'The Hunt' Shikar as the other stories in the collection deal more with the lives of the tribal communities within India.

The story falls into three sections. Section one explains the peaceful tribal life overtaken by a few estate owners and their exploitation of the people of the region. Mary Oraon is one such victim of exploitation. Dixon an Australian planter, employs and exploits her mother, Bhikni and his son his successor impregnates the woman and deserts her and runs away to his own land.

Prasadji the new owner of the estate continues them in his service and they remain his willing slaves. Mahasweta Devi captures Mary's work at Prasadji's estate. To reveal how Mary lives as a bonded slave, She writes:

"Mary pastures the (as in the original) Prasads' cattle. She is the most capable cowherd...with Mary the agreement is for board and lodging, clothing and sundries. The Dixon bungalow was built as a residence for whites. Bhikni says the whites kept twelve ayahs-servants-sweepers. Under Prasadji Mary alone keeps the huge bungalow clean". (*Imaginary Maps*, p 2).

Section two deals with the landing of Tehsildar Singh, the contractor on the quiet but impoverished existence of Kuruda. It marks the onset of the mainstream mechanized and industrialized exploitation and the total alienation and reification of the tribes. Section three marks the desperations of the tribes on their being forced to resort to violence as the only possible alternative when the system fails in justice.

In the conversation Mahasweta Devi had with Gayatri Spivak, published at the beginning of the text of *Imaginary Maps*, she describes:

"the tribals lead their lives in harmony with nature, i.e. they loved the earth, the flora and the fauna and see their own lives in many aspects conforming to the lives of other species of their genus animal."

She explains that the hunting tribes would beg forgiveness, if they were forced to fell a tree. The tribal would say:

"You are our friend. I do this because my wife doesn't have any food, my son doesn't have any food, my daughter starves. Before they killed an animal, they used to pray to the animal, the bird, the fish, the deer." (p ii)

Whereas mainstream Indians indulge in indiscriminate felling of trees and killing of other species for their greedy self-aggrandisement, the tribals sparingly indulge in destruction out of their necessity. Mahasweta Devi contends about the tribals that "they understand ecology and the environment in a way the mainstream Indians cannot even imagine" (p. ii)

Mahasweta Devi's story 'The Hunt' centres on the animal hunting festival, the most popular myth of the tribals of Bihar. The original title in Bengali is "Shikar" which means the hunt. Explaining the contest of the myth, Devi writes in the story, "Once there were (wild) animals in the forest, life was wild, the hunt game had meaning." (p 12) In this sense the myth marked the protection of the entire tribe and its environment from the destructive animals. The tradition, however, is kept up long after it had lost its relevance.

Every year in the spring season, the gong sounds one day in the priest's house. It marks the beginning of the hunt festival. During the festival they go out bows and arrows into the forest and hunt wild animals like hedge hogs and leopards. After the hunt, they picnic together, drink liquor, sing and return home in the evening. For twelve years men run the hunt. Then comes the women's turn, which is popularly known as "Jani Parab". The festival has a second dimension too. "After the hunt the elders would bring offenders to justice." (xviii).

The story falls into three areas. Section one clarifies the quiet tribal life surpassed by a couple domain proprietors and their misuse of the general population of the locale. Mary Oraon

is one such casualty of abuse. Dixon an Australian grower utilizes and abuses her mom, Bhikni and his child his successor impregnates the lady and deserts her and flees to his own territory. Prasadji the new proprietor of the domain proceeds with them in his administration and they remain his ready slaves. Mahasweta Devi catches Mary's work at Prasadji's bequest. She states:

"Mary pastures the (as in the first) Prasads' dairy cattle. She is the most fit cowherd... with Mary the understanding is for board and lo digging, apparel and sundries. The Dixon cottage was worked as a home for whites. Bhikni says the whites kept twelve ayahs-workers sweepers. Under Prasadji Mary alone keeps the immense cabin clean". (Imaginary Maps, p 2)

Section two manages the arrival of Tehsildar Singh, the contractual worker on the calm yet ruined presence of Kuruda. It denotes the beginning of the standard automated and industrialized misuse and the aggregate distance and reification of the tribes. Section three denotes the desperations of the tribes on their being compelled to fall back on brutality as the main conceivable option when the framework flops in equity.

In the discussion Mahasweta Devi had with Gayatri Spivak, distributed toward the start of the content of Imaginary Maps, she portrays, the tribals lead their lives in amicability with nature, i.e. they cherished the earth, the greenery and the fauna and see their own lives in numerous viewpoints complying with the lives of different types of their sort creature. She clarifies that the chasing tribes would ask absolution, on the off chance that they were compelled to fell a tree. The tribal would state:

"You are our friend. I do this because my wife doesn't have any food, my son doesn't have any food, and my daughter starves. Before they killed an animal, they used to pray to the animals: the bird, the fish, and the deer"(p ii)

Though standard Indians enjoy unpredictable felling of trees and executing of different species for their ravenous self-glorification, the tribals sparingly enjoy destruction out of their need. Mahasweta Devi battles about the tribals that "they comprehend nature and the earth in a way the standard Indians can't envision"( p. ii)

Mahasweta Devi's story 'The Hunt' revolves around the creature chasing celebration, the most prevalent misconception of the tribals of Bihar. The first title in Bengali is "Shikar" which implies the chase. Clarifying the challenge of the myth, Devi writes in the story," Once there were animals in the forest, life was wild, the hunt game had meaning." (p 12) In this sense the myth denoted the security of the whole tribe and its condition from the dangerous creatures. The convention, be that as it may, is kept up long after it had lost its pertinence.

Consistently in the spring season, the gong sounds one day in the minister's home. It denotes the start of the chase celebration. Amid the celebration they go out bows and bolts into the backwoods and chase wild creatures like support pigs and panthers. After the chase, they outing together, drink alcohol, sing and return home at night. For a long time men run the chase. At that point comes the women's turn, which is prevalently known as "Jani Parab". Like the men they too go out with bow and arrow. They do exactly what the men do. The celebration has a moment measurement as well. "After the hunt the elders would convey wrongdoers to equity." (xviii).

The myth educates the focal topic of the story. Tehsildar Singh an eager standard temporary worker arrives in the peaceful town of Kuruda with goals of felling and diverting the mammoth sal trees in Prasadji's domain of seventy five sections of land of land.

The tribals' advantage and prosperity on the double of man and nature is spoken to by Mary Oraon, who epitomizes the insight of the west and the affection for the tribals. She puts her knowledge to the best utilizes and tries to advise Prasadji and other town head men, yet without any result. She discloses to Prasadji that the temporary worker had deceived him and would get the sals at discard cost and would pitch them to the timber vendors at an exorbitant rate by cubic foot. Prasadji is deceived not only by his child but also by Lalchand and Mulni.

Nor is Mary ready to impact the Kuruda elders who have all been paid off by the temporary worker. They commission the tribal workers at preposterously low wages. She said, "twelve annas and eight annas! No porter carries gentlemen's cases for this price". (p 9)

Despite the fact that the government of India has passed laws declaring the felling of trees in backwoods locales the government system is corrupt to the point that the illicit activity never becomes known. In her discussion with Gayatri Spivak, Mahasweta Devi clarifies the colossal ability with which this unlawful deforestation proceeds with all over India. To quote her, "Big money is involved... ..The local political worthies, local police, local administrations are bribed. The railways cooperate by carrying this illegal felled timber. Illegal saw mills come up everywhere." (p xii). As indicated by the author there is managers in the urban areas behind the entire endeavour.

In this way the happenings in Kuruda are illustrative of what occurs in the entire of India. Occasions in the short story, the essayist announces are authentic, including the character of Mary. She says she has really observed her and heard her life history from the melodies of the tribes. In this manner the story consolidates the specific and the delegate.

The tribals are blamed for deforestation. One of the village older folks discloses to Mary, "If I said 'No', the villagers would go mad. They would say who gives us this kind of money?" (p 9) In her own life, once a tribal disclosed to Mahasweta Devi, "I require five rupees a day to buy rice. Ask me to fell a tree, I'll do it unwillingly, but I'll do it." (p xii)

Mahasweta Devi's idea is that, "The hands that cut the trees are not the hands responsible for the deforestation all over India." (p xii). This by chance explains the Naxalite movement against the abuse of the poor peasants. Mary's protest proposes the solution, "Not twelve annas and eight annas, 'We will bargain for three or two rupees." (p 9)

In such a desperate state of aggregate framework disappointment in equity, people can't continue enduring peacefully, the casualties have been compelled to turn to viciousness to change their grievances. Mahasweta Devi sees in her discussion, "I think as for as the tribals or the oppressed are concerned... when the system fails in justice, violence is justified". (P xi and xii).

Tehsildar Singh in the story is the representative of the standard power that exploits the poor section and also the earth. The myth of hunt game is practiced through Mary Oraon, who like Mother Earth is also seen by the contactor as a question to be misused. She recognizes him as the wild 'a-ni-mal'. She takes laws in her hands and decides to kill him on the festival day

“jani prab”. Toward the end, she comes back, “fearless as she has killed the biggest beast”. (p17).

In this way the myth gets very much integrated with the present day tribal life. The story advances mindfulness among the forces that be, that due to their carelessness, deforestation goes on unflinching. Government ought to intervene and avert deforestation on war balance and the tribals ought to be taught and ensured a base way of life and deliberate engagements, if the land and its kin are to stay secure and shielded from degeneration.

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## 36. THEOCRATIC PERSPECTIVE OF ENVIRONMENT PROTECTION

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### **Abstract**

*The emerging discourse about deterioration in environment and climate change calls for a rethinking of actions and redirection of energies towards the reduction or possible reversal of ever looming environmental crisis. Climate debate is a multidimensional phenomenon and has a religious dimension also. Religious leaders in all faiths have the potential to influence the followers as they can invoke various provisions in their religious texts or in traditions to inspire the people thereby helping the earth and avert this global environmental disaster. This paper is an attempt to understand the power of religious texts and tradition as a factor to save environment.*

**Keywords:-** *Hermeneutics, Anthropocentrism, Ethno religious, Injections and*

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### **Exhortation, Environmental ethics**

Showing concern and fighting for the cause of environment protection is very significant in the present global context. Firstly, the environment pollution is one of the main reasons why we should fight to protect the environment. Ever increasing global warming is another reason caused by deforestation, release of carbon gases such as CFC; industrial pollution etc. Increasing warming and climatic changes cause floods and increase possibility of spread of various diseases. This growing trend is potentially very dangerous for human existence. There are efforts at private and governmental level to stem this disastrous trend. Religion is regarded as the oldest organised body of knowledge and has exhorted the people to protect the flora and fauna on this earth and create a balance between the man and environment. Religious texts are replete with verses which inspire the followers for environment protection. Our religious leaders who carry its message to the believers in their faith, have the mandate and duty to exhort people about importance of environment protection and possible disastrous consequences if it is not protected. They can also tell the people that this is important to save the earth for future generation and for sustainable development.

From each religion several injunctions and exhortation can be brought forth to form a code for environmentally sustainable development. The classical adage “religion” is the



foundation of ethics, and ethics is an expression of religion, seems to find expression in discourse on environmental ethics. It is an acknowledged fact that religions have not only determined the way we perceive the world but also set roles individuals in nature. Environmental ethics can survive for all times only if they are tied up with appropriate hermeneutics<sup>1</sup>. In order to understand the influence of religions on environmental ethics and their roles in conservation and maintenance of environment, we must understand both religious texts as well as inquire into the traditions that can be used for the purpose of promotion and protection of environment. Religious leaders need to look into their traditions for any inspiration that could guide the people towards averting this global disaster.

Hinduism contains numerous references to the worship of the divine in its Vedas, Upanishads, Puranas, and Sutras and in other sacred texts. Millions of Hindus recite Sanskrit mantras daily to preserve their rivers, mountains, trees, animals and the earth. In the recent past the Chipko Movement (Tree-Hugging) is a very powerful example how Indian tradition is sensitive to the cause of environmental protection.<sup>2</sup> There are examples of Hindu action for the environment that centuries old, Mahabharata and Bhagwat Gita focuses on environmental conservation. Shantiparva of Mahabharat says:-

**It brings great sin in fire in not offered purifying material (havan), if trees are cut down on auspicious day, if human waste, spit and cough etc. are dropped in water (Shantiparva)<sup>3</sup>.**

Vedic literature which is said to have generated in about 1500 BC speaks that there is an integral balance of Man, Nature and the God. Natural forces were considered to be expressions of the Lord Himself and are venerable entities. Vedas envisage a beautiful natural environment on earth and command the man not to pollute it.

During the puranic period (320 BC onward) a popular belief emerged that each tree had its own deity. People offered water and circled trees with sacred threads in order to protect them.

**Matsya purana regards planting of single tree is equivalent to leaving a progeny of ten sons. In Padma Purana and Karna purana it is mentioned that the tree like peepal, bel, ber, neem etc are the abode of God they are not to be cut<sup>4</sup>.**

Buddhism also emphasizes on environment protection. Siddhartha Gautam the founder of Buddhism also set down the rules forbidding the pollution of rivers, ponds and wells in Sutta-Nipata

**“Know ye the grasses and the trees..... Then know ye the worms, and the different sorts of ants..... Know you also the four footed animals small and great..... The serpent..... the fish which range in the water.... The birds that are borne along the wings and move through the air<sup>5</sup>”**

For balancing the environment Budha Says

**“There is no spot on the ground where men had not died and therefore every part of nature will be endowed with spirit, these will be spirits of the trees, the mountains and water<sup>6</sup>.**

These ideas are linked to the attitude of respect for nature in Buddhist Community. The Dalai Lama expressed this clearly in the following way: As a Bhuddhist I believe in the interdependence of all things the interrelationships among the whole spectrum of the planet and animal life including elements of nature which express themselves as mountains, valleys, rivers, sky and sunshine<sup>7</sup>.

Christianity has a long historical tradition of reflection on nature and human responsibility. It has a strong tendency towards anthropocentrism. Beginning with the Genesis 1:26-28, God instruct humanity to manage the creation in particular ways.

**“And God blessed them, and God said into them, be fruitful and multiply, and replenish the earth and subdue it: and have dominion of over the fish over sea and over the fowl of air, moveth upon earth<sup>1,28</sup>.”**

Charistian environmentalists emphasize the ecological responsibilities of all Charistians as stewards of God’s earth. Adam’s early purpose was to give care to the garden of Eden.

**“And the Lord God took the man and put him to the garden of Eden to dress and keep it (Genesis2:15).**

It is from this perspective that Rev. Father Lanfranco Serrihi (Minister Gen.Order Friass Minor Conventual, Rome) said “All human effort in the world must therefore lead to mutual enrichment of man and creatures”<sup>8</sup>. Pope John Paul VI in his message to United Nation Conference on Human Environment held at Stockholm (1972) stated that the environment and resources are for everyone. They are inalienable property of every one and this is common responsibility towards humanity of today and tomorrow<sup>9</sup>. Thus the true spirit of Christianity is to keep the environment in a perfect condition.

Judaism, as the mother of religion of Christianity has considerably shaped western ideals and morality since the Charistian era<sup>10</sup>. Jews are an ethnoreligious group<sup>11</sup> and include those born Jews and converts to Judaism. Jewish tradition teaches us to care for our planet in order to preserve that which God has created. Pslam .24 notes.

**“The earth is lords and fullness thereof, a dramatic assertion of Gods ownship on the land”.**

It follows then that any act that damages our earth is an offence against the property of God. The Jewish concept of bal taschit, ‘Don’t distroy’ forbids needless destruction. So according to this opinion Judaism is clearly in line with the principles of environment protection and sustainable development.

Islamic religious traditions speak directly on many issues that are pertinent to the environmental problem. It embraces every single matter the human face on earth. It’s attitude

towards environment and natural resource conservation is not only based on prohibition of over exploitation but also on sustainable development. The Holy Quran is filled with more than 6000 verses of which more than 500 talks about natural phenomena. The Holy Quran says

**“It is He who has appointed you viceroys in the earth.....  
That He may try you in what He has given you (Surah6:15).  
“O Children of Adam--- eat and drink but waste not by excess,  
for Allah Love not the wasters (Surah 7:91).**

So, we can realize the importance of environment by quoting what the Prophet famously said.

**“Even if the Day of Judgment should arriv and you are holding a sapling in your hand,  
plant it”**

The approach of Islam towards the use of natural resources was brilliantly put forward by the Fourth Caliph Hazrat Ali ibn Abi-Talib(RA) who said:-

**“Partake of it gladly so long as you are the benefactor, not a despoiler; a cultivator, not a  
destroyer. All the human beings as well as animal and wildlife enjoy the right to share  
Earth’s resources. Man’s abuse of any resources is prohibited as the juristic principal says  
‘What leads to prohibited is itself prohibited’”.**

The Islamic prospective of environment protection reflects a positive image about Islam and how it embraces every single matter the human beings face on earth.

#### **Conclusion:-**

So environmental awareness and protection of natural resources is an integral part of every religious belief. As a viceroys of God on this earth we have utilized natural resources in a sustainable manner in order to ensure that Allah’s Bounties continue. The principles of conservation is beautifully illustrated by the rule which says that while making ablution we should be abstemious in the use of water even if we have river at our disposal. So we should believe that religions are having and will continue to have an important role in protecting the environment for future generations.

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### **37. CORPORATE SOCIAL RESPONSIBILITY (CSR)**

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#### **Meaning of Corporate Social Responsibility:-**

We need business to understand its social responsibility that the main task and objective for a business is not to generate extra income and to become rich and transfer the money abroad, but to look and evaluate what a businessman has done for the country, for the people, on whose account he or she has become so rich.

#### **Definition of corporate social responsibility (CSR)**

Movement aimed at encouraging companies to be more aware of the impact of their business on the rest of society, including their own stakeholders and the environment. Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

CSR is a concept with many definitions and practices. The way it is understood and implemented differs greatly for each company and country. Moreover, CSR is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Whatever the definition is, the purpose of CSR is to drive change towards sustainability.

Although some companies may achieve remarkable efforts with unique CSR initiatives, it is difficult to be on the forefront on all aspects of CSR.

#### **Why are companies engaged in CSR?**

Companies that are socially responsible in making profits also contribute to some, although obviously not all, aspects of social development. Every company should not be expected to be involved in every aspect of social development. That would be ludicrous and unnecessarily restrictive. But for a firm to be involved in some aspects, both within the firm and on the outside, will make its products and services (for example financial services) more attractive to consumers as a whole, therefore making the company more profitable. There

will be increased costs to implement CSR, but the benefits are likely to far outweigh the costs. "I cannot think of a time when business over all has been held in less repute.

The need to address questions of low living standards, exploitation, poverty, unemployment and how to promote social development in general, has to date been almost entirely the preserve of governments. Clearly, they will continue to have a, if not the, major role to play in this area. But, increasingly in the future, the promotion of social development issues must also be one of partnership between government and private and non-governmental actors and, in particular, the corporate sector. People were becoming aware of the fragile nature of the earth's ecology, while simultaneously becoming more cognizant of human rights.

## **VARDHMAN Group of Industries**

### **Brief History**

1962 Vardhman Spinning & General Mills Ltd. (VSGML) was incorporated in Ludhiana, Punjab in 1962 by Shri V.S Oswal & Shri Ratan Chand Oswal. VSGML started production with a capacity of 6000 spindles to manufacture cotton yarn in 1965. 1973 Mahavir Spinning Mills Limited (MSML), presently known as Vardhman Textiles Ltd. (VTXL) was incorporated and is the flagship Company of the Group. 1976 MSML set up a new spinning unit with an installed capacity of 25,000 spindles in Hoshiarpur, Punjab. 1978 MSML further increased its presence in Punjab and set up a new spinning unit with an installed capacity of 25,000 spindles by the name of Arihant Spinning Mills at Malerkotla, Punjab. 1981 MSML diversified its business by venturing into the manufacturing of Sewing Threads at Hoshiarpur. 1988 Mohta Industries Limited was merged with MSML. At the time of merger, the Company had a division known as Mohta Alloys & Steel Works, a mini steel plant at Ludhiana. MSML renamed this plant as Vardhman Special Steels. 1989 In a bid to diversify operations, VSGML set up a new spinning mill under the name of Auro Spinning Mills with 25,000 spindles in a village named Baddi in Himachal Pradesh. The unit became fully operational in December 1991. 1990-91 MSML set up a 100% Export Oriented Unit for manufacturing cotton yarn with 25,000 spindles under the name Anant Spinning Mills, Mandideep in Madhya Pradesh. 1992

VSGML went into forward integration by setting up a Weaving unit at Baddi with an installed capacity of 72 looms. 1993 VSGML set up Dye House at Baddi, Himachal Pradesh in technical collaboration with Nihon Sanmoe Dyeing Company Limited, Japan for Fiber & Yarn Dyeing (A year of foreign collaborations & joint ventures) MSML set up a Gas Mercerised unit at Hoshiarpur, Punjab in technical collaboration with Kyungbang Limited, South Korea with a capacity of 1.7 tons per day and later expanded to 7 tons per day MSML entered into a JV with M/S Marubeni Corporation & Toho Rayon Company Limited of Japan for setting up a new spinning Company –VMT Spinning Company Limited in Baddi, Himachal Pradesh for manufacturing customised yarns for the Japanese market. 1994

MSML set up a Gas Mercerised unit at Hoshiarpur, Punjab in technical collaboration with Kyungbang Limited, South Korea with a capacity of 1.7 tons per day and later expanded to 7 tons per day MSML entered into a JV with M/S Marubeni Corporation & Toho Rayon Company



Limited of Japan for setting up a new spinning Company –VMT Spinning Company Limited in Baddi, Himachal Pradesh for manufacturing customised yarns for the Japanese market. 1995-1996 MSML further entered into a JV with M/S Barbour Campbell Group Limited of Ireland and Barbour Vardhman Threads Limited (BVTL) was incorporated to manufacture industrial synthetic threads in Baddi MSML entered into a JV with Marubeni Corporation and M/S Japan Exlan Company Limited for setting up an Acrylic Fibre project at Jhagadia, Bharuch by the name of Vardhman Acrylics Ltd (VAL). 1999 Vardhman Textiles bought out the entire stake of Barbour Campbell Group in BVTL and continued its activities under the name Vardhman Threads Limited (VTL) VSGML set up a Fabric Process House in the name of Auro Textiles at Baddi with technology from Tokai Senko Japan. The plant was commissioned in December 1999 MSML undertook an expansion of Sewing Threads business by installing more capacity in Ludhiana The commercial production for the manufacture of Acrylic Fibre in VAL commenced in March 1999. 2002 Arisht Spinning Mills, a spinning plant at Baddi was acquired by MSML from Vardhman Polytex Limited, an erstwhile group Company. 2004 The textile business of VSGML (yarn, fabric) demerged into MSML with effect from Apr 1, 2004. Subsequently, the name of MSML was changed to Vardhman Textiles Ltd. (VTXL) and VSGML was renamed as Vardhman Holdings Limited. 2006 In order to meet the needs of increased demand, Vardhman Yarns was set up in Satlapur, Madhya Pradesh with an installed capacity of 166,000 spindles. Today it is our largest spinning plant with a capacity of 305,376 spindles including 9600 vortex spindles. 2007 Vardhman Yarns & Threads Ltd. (VYTL) was incorporated as a joint venture with the world's second largest thread Company, American & Efird (A&E).The entire threads business of VTXL was sold to this Company. The industrial threads business of VTL (based in Baddi) was also demerged into VYTL VTL was left with only a few investments in its books and was converted into an NBFC named VTL Investments Ltd. 2008 Vardhman Fabrics was set up in Budni, Madhya Pradesh. The state-of-the-art consolidated textile plant with an installed capacity of 60,000 spindles, 400 looms and 50 million meters of processed fabric capacity was one of a kind at the time. VTXL also expanded its fabric capacity in Baddi by setting up a new plant called MSML Textile Division. Today the weaving capacity has expanded to 180 million meters and processing to 114 million meters p.a. **2009** Vardhman Nisshinbo Garments Limited, a JV between Vardhman Group and Nisshinbo Textiles Inc., Japan was set up for manufacturing formal shirts. **2011** Vardhman Special Steels was demerged from VTXL into a listed Company Vardhman Special Steels Ltd. (VSSL) and post demerger, VTXL is now a pure textile Company manufacturing yarn & fabric.

- **CSR & SUSTAINABILITY of VARDHMAN Group**
  - # Education
  - # Society
  - # Sustainability

#### **EDUCATION OVERVIEW**

CSR is the buzzword in the corporate world, more so since it has been mandated under Section 135 of the Companies Act, 2013. At the early stages of operations itself, the Vardhman Group recognised its possible role in the development of the society as a Company and was conscientious of the environmental impact of its activities. Today, They have a full fledged CSR program that encompasses Education, Society, Environment and Health & Safety. The Vardhman Group has been engaged in the social economic growth around the local areas where it has manufacturing activities. This engagement has been through 2 Trusts (Smt. Banarso Devi Oswal Public Charitable Trust and Sri Aurobindo Socio-Economic and Management Research Institute) run by it as well as through direct activities or projects.

#### **SRI AUROBINDO PUBLIC SCHOOL**

Sri Aurobindo Public School, Baddi is a Senior Secondary School, affiliated to CBSE, run by Smt. Banarso Devi Oswal Public Charitable Trust and sponsored by Vardhman Group of Industries. The School was initiated in April 1996, on the request of the Himachal Pradesh Government to the Vardhman Group to promote quality education in the region. Sri Aurobindo Public School is recognised as the best school in the region and has made its mark in academic as well as sports fields. The School has produced 100% results in Board Examination for Class X and 98% in Class XII. The school provides opportunities to students to participate in various Olympiads conducted at an international level and several external competitions, providing opportunities to students of this region to become competitive and at par with schools in the developed cities. 10% of the seats in Nursery are reserved for the below poverty line (BPL) students every year and education for such students is provided without fees. Alumni students of the school have found admission in professional courses and have contributed to the overall development of the region.

#### **SRI AUROBINDO PUBLIC SCHOOL, BUDHNI**

Vardhman Textiles Ltd. has proposed to set up a new school in the near vicinity of one of its units - Vardhman Fabrics in village Khapar Khurd, Tehsil Budhni, District Sehore (Madhya Pradesh). The foundation stone of the school was laid by the Hon. Chief Minister of Madhya Pradesh, Sh. Shiv Raj Chauhan on 24th January, 2014. The school is envisioned to be a co-educational, English-medium school. The Phase-1 of construction of school has been completed and the first session for students from Class Nursery to Class V has started from April, 2015 with two sections each. Every year one class will be added till it reaches the standard of Class XII in the year 2023. The vision of the school is to provide quality education with the most modern infrastructure comprising of qualified and experienced teachers, high tech labs, well equipped library, smart class rooms and play fields of international standards. It aims to provide high quality education to students of all strata of society including wards of employees of the Company. The total current strength of students is 170 and growing.

#### **SRI AUROBINDO COLLEGE OF COMMERCE AND MANAGEMENT**

Sri Aurobindo College of Commerce and Management (SACCM) was set up in the year 2004 by Sri Aurobindo Socio-Economic and Management Research Institute. The college is affiliated with Panjab University, Chandigarh and offers B.Com, B.Com (Hons) and BBA Programmes. SACCM campus is located in the pollution-free Village Jhande at Ludhiana. Spread over 12 acres, the campus has a built up area of 82,000 sq. ft. It features lush green lawns, state-of-the-art teaching blocks, fully functional tutorial rooms and a well equipped seminar room. The classrooms are designed in an amphitheater style to promote interaction among students and accommodate 70 students at a time. All classrooms are well equipped with LCD and Over Head Projectors. The college also has a full power back-up facility. Student facilities include a well-stocked library with large collection of volumes in the fields of Commerce, Business, Economics, Management and other Social Sciences; a cafeteria, state-of-the art computer labs, a student centre and indoor badminton courts. The faculty is a mix of highly talented academicians and acclaimed visiting faculty. The College Managing Committee is a select group of bright minds having a track record of successful careers. Their education can be mapped in the campuses of Panjab University, Oxford, IIM Ahmedabad and Harvard Business School. They are all votaries of merit, discipline and excellence. The college governance is based on sound systems and policies.

#### **SOCIETY**

##### **VILLAGE ADOPTION PROGRAM**

In 1999, the Vardhman Textiles team was in the process of surveying the cotton fields of Punjab, where they discovered a certain farmer with a 4-times yield of the other fields in the region. Vardhman Textiles collaborated with Punjab Agricultural University to study the techniques and conditions that led to a bumper crop for this particular farmer. This gave birth to the Village Adoption Program that started with one village. The Company collected data from every farmer and through dedicated teams educated and guided the farmers at every stage right from pre-sowing to harvesting. At the end of the season, the village had a 60% higher yield than the overall state average. Slowly the program grew to cover 95 villages. The Company would hold 7-8 camps for farmers during the entire season and organise competitions among farmers at the local level.

##### **TRAINING TO UNDERPRIVILEGED STUDENTS**

In response to Affirmation Action from Prime Minister of India, the Vardhman Group of Companies under the leadership of Sh. S.P. Oswal and in collaboration with CII Chandigarh took the initiative to train the socially under-privileged in the year 2007. This program was held on an annual basis for 5 years by the Group up to 2011. A 5 week program was designed to impart necessary skills to make them employable and uplift them economically under the Capability Enhancement Training Program. It is a step towards achieving social inclusiveness and enabling them to become a part of the mainstream development process. After attending the training program, the candidates achieved the necessary skills, attitude and confidence to take up relevant jobs.

#### **DISASTER RELIEF SUPPORT**

From time to time, the Group provides financial support to the government in response to relief requests to help with operations in times of crises and disasters.

#### **BLOOD DONATION CAMPS**

- Blood donation camps are regularly organised within the Company premises and all the employees are encouraged to donate blood as a service to humanity. Employees from all levels i.e. workers to top management participate in the camps.

#### **SUSTAINABILITY OVERVIEW**

The Vardhman Group has integrated sustainability into the business since the year 2000. They have been focused on prevention and control of water wastage and air, noise & land pollution. To create a road map for this initiative, we have developed the “Vardhman Environmental Sustainability Directions” for the Group. The Vardhman Group strives to minimize the negative impact on the environment by applying innovative thinking to every step of manufacturing process. Building eco-friendly practices in daily processes is a part of their culture. This culture inspires them to try to make more from fewer resources and minimise waste in every form. They attempt to contribute to a better environment by reducing water consumption, minimising wastage & using renewable energy resources over conventional ones.

#### **WATER**

They are continuously working to improve their water efficiency and have succeeded in bringing down the water consumption by a staggering 50 percent in spinning operations. They have metering systems across the water distribution network. Our corporate EHS team regularly monitors the metering system.

#### **WATER SAVING**

They follow the EPA guidelines that state “USING WATER EFFICIENTLY” is directly proportional to WATER SAVINGS”. The Vardhman Group has developed a culture of saving this precious asset.

#### ***To save water they have:***

- Designated a water efficiency coordinator.
- Developed a mission statement and a plan to achieve it
- Educated and involved employees in water efficiency efforts.
- Adopted Equipment Changes - high-efficiency plumbing fixtures, appliances and other equipment yield substantial savings on water.

As a direct result of these initiatives, They were able to reduce the water consumption in one of their residential colonies from 190 liters per capita per day in 1993 to 150 liters per capita per day in 2015.

#### **WATER RECHARGING**

The Vardhman Group is focused on recharging maximum rain water in to the ground since 2005. They have set up 48 Rain Water Harvesting Systems (RWHS) within their premises. Rain water is directed from roof tops through channels and then collected in a collection pit with filter. Through this, the water is recharged into the ground through bore holes. Every year they recharge 40,000 KLs of water.

#### **WASTE WATER RE-USE**

The textile industry is inherently water intensive and therefore waste water generation is considerably high. However, at the Vardhman Group. They have invested heavily into the best treatment technology to make waste water reusable & recyclable. As of today, the Group has 8 Effluent Treatment Plants (ETPs) of different capacities and 10 Sewage Treatment Plants (STPs) dedicated to making waste water reusable.

#### **WATER RE-UTILIZATION (RECYCLING & REUSING) I.E. ZERO LIQUID DISCHARGE**

The Vardhman Group has set up two Zero-liquid-discharge plants of capacity 400 KLD each. They use RO systems to clean and reuse their entire wastewater back into the manufacturing process. Apart, the treated water is also used for watering of Green belts. The gardening system is completely powered by treated waste water.

#### **ENERGY**

Energy conservation implies reducing energy consumption at the organisational level. Energy conservation differs from efficient energy use, which refers to using less energy for a constant service.

#### **OPTIMISING ENERGY CONSUMPTION (OEC)**

As a commitment of the Group towards OEC, the following steps have been adopted by the organisation

- Set up of a facility for monitoring & studying the energy consumption patterns and undertake energy demand management to make better equipment run-time decisions
- Provision for production monitoring & understanding energy consumption of equipments at the plant floor level
- Use of modeling equipments that consider energy as a process variable to optimize production and schedules

#### **ENERGY CONSERVATION INITIATIVES**

At the Group level, They have been adopting new technology that helps move towards a sustainable business model. They have also proactively installed machines, equipment and other electronic devices that are more energy efficient.

## **RENEWABLE ENERGY RESOURCES**

### **BIOGAS ENERGY**

The Vardhman Group has taken a big step towards minimising emission of greenhouse gases by using renewable resources like Biogas for bulk cooking purposes since 2010. The BARC (Bhabha Atomic Research Centre) developed the Nisarguna Technology to handle bio-sludge generated at ETPs & colony kitchen wastes for producing Biogas. The Vardhman Group has installed 2 Biogas plants at Auro Textiles, Baddi & Vardhman Fabrics, Budhni. The organisation has been utilising Biogas at the colony kitchens for food preparation. The manure from Biogas plants are used for horticultural purposes within the premises

### **SOLAR ENERGY**

We use renewable fuel consumption devices such as solar cookers/ heaters at multiple locations/units. We have parabolic solar cookers for cooking at our Madhya Pradesh regional units.

- Solar steam cooking is done in lesser time as compared to gas cooking
- Utilises non-conventional energy sources
- No running cost
- Saves on conventional fuel (LPG)

## **SUSTAINABLE PRODUCTS**

Sustainable products provide environmental, social and economic benefits, while protecting public health and environment over their life cycle i.e. from the extraction of raw materials up to the final disposal.

They at the Vardhman Group have developed and promoted sustainable products across different businesses like

### **SEWING THREAD**

- They have a special line for organic cotton range, the process of which is approved as per GOTS & Organic Exchange Standards by cotton union.
- A & E products manufactured at our facilities are certified for Oeko-Tex by TESTEX, Zurich.
- They manufacture organic thread for tea bags and eye brow threading
- As an ISO/TS 16949 certified unit, they encourage our suppliers to get ISO certified and adopt systems to reduce their wastage and to improve recycling.

### **YARNS**

1. Organic cotton yarns
2. They use fair trade cotton
3. Approved by Better Cotton Initiative (BCI).

### **FABRIC**

1. Organic Cotton Fabric
2. Recycled Polyester fabric
3. Recycled Waste Cotton.

## **CONCLUSION AND OVERVIEW**

Vardhman Group began in 1965 with single unit and 18000 spindles. Over the years Vardhman



diversified to include yarn, greige and processed fabric, sewing thread and acrylic fibre. It was the first to focus on soft skills in textile industry in Punjab and started Manav Vikas Kendra followed by cross functional group. Ludhiana, being the hub of knitwear clusters, helped create demand for Vardhman yarns. Also, Punjab is cotton producing region and good quality raw cotton has helped spinning. It has developed facilities over different regions in the country, but the corporation rate office has always been kept in Ludhiana. The V Group focused on risk mitigating and conservative approach in financial matters which has paid rich dividends. Its major CSR initiatives are : Village Adoption Programme, established Aurobindo college of Commerce and Management in Jhanda Ludhiana, a school in Baddi, waste Management systems, Water Treatment Plants, measure for energy conservation, rainwater harvesting facilities in all units, tree plantations, free medical and health camps and more.

V Co. has 50 years of excellence and it believes in Excellence. They are committed to focused growth in our field. They believe strongly in the power of Human Potential. They are proud of their strong Business Ethics. They are employing 25,000 people, in textile conglomerate V Group has a turnover of \$1 billion. Constant monitoring and touch with ground realities are the cornerstones of their sourcing process. Vardhman has dedicated sourcing teams that buy cotton on spot basis. They survey cotton fields to estimate the overall supply. They also monitor major cotton producing economies to determine the best sourcing mix. They are preferred buyers for cotton growers due to their large-scale purchases, fair deals and cash payments. They procure synthetic fibers from India's largest supplier and are their preferred buyers.

They follow stringent norms and conditions for selecting raw material. They do 100% cotton testing and 5-10% bale testing. They long-term strong relationships with suppliers are based on a perfect quality guarantee right up to the last bale. They have seven factories that are dedicated to decontamination of cotton before taking to the ginning mills. They maintain large inventories assuring consistent supply of quality yarn. Our state-of-the-art storage, testing and research & development facilities are strategically placed to provide high cost and supply advantages. Co.'s extensive collaborations with the best technology providers in the world and in-house technical teams are instrumental in helping them stay a step ahead of the market at all times. They are proactive in the adoption of the latest machines that are at times exclusively with the Vardhman Group in India. They are proud to have some of the most technologically advanced automated plants in the country.

Right from the procurement of cotton to final garmenting, They have put into place stringent online and offline testing systems to ensure quality products. They are one of the few companies in the industry to adopt intensive quality checks at every stage of production right up to dispatch. The following testing standards are adopted by them. Co.'s testing lab is approved by brands like GAP, Marks & Spencer, C&A, Esprit et al. and accredited by NABL (National Accreditation Board for Laboratories), certifying that our test methods are at par with international standards.

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