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**Special issue on**

## **Tours & Travels in India**

(Reflections on polity, economy & heritage conservation)

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**February, 2017**

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## Reinventing past through heritage studies- opportunities & careers in Heritage conservation

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### Abstract

India is a land of pluralistic culture. It is a land of diverse ethnic & social practices & this has made the societal background of the nation a unique unity in diversity. This variety has provided good ground for innumerable monuments & countless number of historical artifacts across India. Indian culture has been enriched through these monuments. Indian history is replete with references to conservation of structural constructions & heritage monuments. The Archeological survey of India which is the legal scion of heritage conservations has taken up several projects in heritage conservation. But the youth of today who are unaware of the historical past need to involve in conservation activities. This makes them aware of the nation's rich history & archeology. Besides broader community participation is certain. In the long run this helps sustainability goals towards preserving historical assets. The participation in conservation can be part of their syllabi or their college project or a tour proposal. There are innumerable career options in heritage conservation & the youth can be made to study them at higher education levels. This paper focuses on the imperative career options for youth in historical conservation & heritage conservation.

**Key words:** Heritage conservation, Nation building , career options, creating awareness, enriching higher education sector

### Introduction:

Heritage conservation is a multi-disciplinary study which is gaining popularity. The Heritage conservation courses support the knowledge about of Museum, Museology and Museography, Museum Management Collections Management Exhibition Planning and Designing Care and Conservation of Museum Materials

Communication. This can be reflected through a diagram(1)

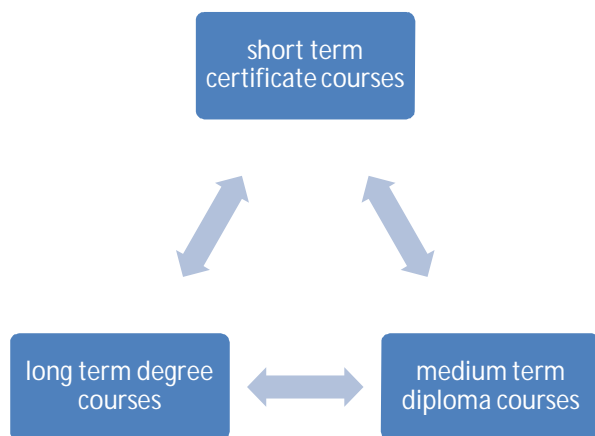
### Courses include

1. Add on courses in heritage conservation
2. Bachelor degree in heritage conservation
3. Diploma in heritage conservation
4. Master degree of heritage conservation
5. Summer courses heritage conservation



**6. Benefits of Heritage conservation courses-** Heritage conservation careers allows students to learn heritage conservation , identify the policy framing & legislations about

heritage conservation. Learners become aware of the resources documentation process , resource evaluation process , sustainability .



**Courses in heritage conservation-**Courses in heritage conservation becomes a part of multidisciplinary study environment as it helps the students to link diverse landscapes , building science , architecture & conservation strategies. As it exposes them to a broad range of topics about conservation strategies & materials used in conservation . The learners of heritage conservation come to identify the policy framing & legislations about heritage conservation. Learners become aware of the resources documentation process , resource evaluation process , sustainability

conservation comes to know the imperative implications of regional history , urban rural planning spatial science . As Heritage conservation is a blend of science arts & engineering subjects , learners get a broad exposure towards professionalism. Heritage conservation courses makes them aware of the nation's rich history , archeology. . A broader community participation is emphasized & in the long run helps sustainability goals stimulates preserving historical assets.

**Management of historical artifacts-** A learner in heritage

#### **Initiatives of the UGC**

UGC has made several attempts to make heritage conservation a



professional degree course at higher education level.

1. MA degree courses Ancient history & archeology are offered by various universities in India
2. MA degree courses Ancient history , culture & archeology
3. MA degree courses Heritage conservation & archeology
4. PG diploma degree courses Ancient history & archeology
5. PG diploma degree courses in marine archeology
6. Certificate courses in archeology
7. Certificate courses in Museum curation
8. Certificate courses in manuscript conservation

**PG diploma degree courses in Heritage, Museology & Tourism management :** Heritage, Museology & Tourism management is an innovative teaching course in history in the dimension of conservation and proliferation of Art, Culture and Indian Heritage. The course shall be garrisoned with innovative technologies instead of old mythology. The main attraction of the course would be that students shall not only get the theoretical knowledge of Art, Culture and Museum Science, but they would get also a cherished opportunity to practically keep into the Art, Culture and different Heritage sites. The course is very significant and historic for the purpose of tourism and museology

**PG diploma degree courses in museology** - This course introduces youth towards introduction to the Idea of Museum, Museology and Museography , Museum Management Collections Management Exhibition Planning and Designing Care and Conservation of Museum Materials Museum Communication. This gives museum education museum exhibition , Eco museums, Museum documentation.

**PG diploma degree courses in manuscriptology-** This course introduces youth towards introduction to knowing manuscripts ,their language their preservations & their reading.

**The National Museum Institute of the History of Art, Conservation** - The National Museum Institute of the History of Art, Conservation provides facilities for advanced studies and research in the field of art and cultural heritage. Providing for various courses of study, training and research in different branches of History of art, Museology, Conservation, becomes a professional degree course. etc. Collaborating with other national institutions dealing with cultural property, like the

1. National Museum,
2. Archaeological Survey of India,
3. Anthropological Survey of India,
4. National Gallery of Modern Art,
5. National Archives of India



These departments share the material, curatorial / technical expertise and facilities; Interacting on a continuing basis at the national level to improve standards of teaching in the above fields. This is a career oriented, career enhancer and employment oriented course. Research and training is possible at the Indian Council of Historical

Research. The work requires patience and involves travelling to remote areas for field work. Archaeology could be fascinating for those interested in the historical past. The students, after completion of this course, can avail job opportunity in the field of as shown in this diagram(2)



1. **Department of Tourism** - State tourism departments allow students from various tourism related degrees to work in Tourism & hospitality management professions.
2. **Archaeology Department**- State archeology departments offer job opportunities
3. **Archaeological survey of India**-The Archeological Survey of India under the Union Government and the Department of Archaeology of the State governments are the major employers who provide job opportunities such as those of assistant archaeologists or archeologists. The selection to the Archaeological Survey of India is done by the Union Public Service Commission and to the State Departments by the Respective State Public Service Commissions.
4. **National museum, state Archive Department** - The National Museum in New Delhi, State Museums, National Trust of Art and Cultural Heritage and so on employ archeologists, museologists, curators and other specialists
5. **Department of museum and cartography** etc.



### Reflection for Courses in Heritage Conservation-

Providing academic guidance and leadership, Publishing such works of the Institute as may have contributed substantially to the fields of specialization.

1. The courses in Heritage conservation have to be multidisciplinary in approach as it needs to explore Indian history & heritage on several interrelated stages.
2. The courses in Heritage conservation is necessary to examine the materiality of heritage resources through perfect documentation, precise diagnosis, and the defined blueprint of treatment interventions needed in conservation.
3. The short term / long term courses in Heritage conservation also encourages critical analysis and assessment of the cultural values that underlie and define preservation policies, laws, and professional norms. This is made possible through fieldwork, case studies, survey visits, Short term projects , minor evaluations etc.
4. The courses in Heritage conservation are needed to be incorporated in higher education to explore the link between oral & theoretical expression of historical facts.
5. The courses in Heritage conservation need to link

regional heritage with national heritage.

6. The courses in Heritage conservation need to focus on regional philosophy, grass root level policy framing , application of modern technology appliances,
7. The courses in Heritage conservation need to related humanities & social science subjects such as History , Art , Fine arts , anthropology , psychology , economics, etc.
8. The courses in Heritage conservation need to re-discover social implications of heritage preservation for sustainable growth.
9. Courses in Heritage conservation need to consider empirical strategies for treating society & human behaviour anthropology, archaeology, criminology, economics, education, linguistics, political science and international relations, sociology, geography, law, and psychology.

**The role of UGC-**The role of UGC in making the higher education sector more feasible with greater policy framing on heritage conservation courses can help in creating a generation of youth with awareness on the history of India. UGC can help with funds towards starting new courses relating to heritage conservation. Besides more supportive policy framing through MHRD also helps starting of the heritage conservation related courses.



**Conclusion-** Thus present day youth have to become responsive towards national inheritance. They have to be stimulated to choose traditional & non regular courses in archeology & arts which are gradually becoming professional courses. The need for the youth to understand the uniqueness of Indian historical past deserves further more channelization through career stimulation. Sustainable steps towards augmentation of short term courses at higher education level will also attract students. The regular engineering courses can be linked with archeological heritage conservation courses with greater academic relevance. The youth today are moving away from studying humanities subjects, arts subjects & traditional courses, this has to be changed. The role of UGC in making the higher education sector more viable deserves further more supportive policy framing. The Selected colleges in selected areas have to mandatorily include heritage courses in their curriculum. Students should get professional guidance through placement cell activities in their colleges. The Colleges should attract more students through campus placement activities. The higher education sector has to allocate funds for starting new courses in colleges in heritage management.

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manuscripts , Parimala  
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## Reflections on Conservation of manuscripts –careers in manuscript conservation

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**Abstract:** Conservation of historical past whether through manuscripts or historical artifacts or documents, hand written letters, etc has become an integral part of a nation's march towards promoting continuity in inheritance & historical legacy. Countries across the globe pay higher attention & concern towards conserving their historical past. Growing awareness about historical knowledge & amplification of activities related to heritage conservation, knowledge storing through digital media has helped the process of conservation. A conservator is often considered as a heritage diplomat as he shoulders the responsibilities of securing old documents & conserving them in proper profile, showcasing in proper time etc. He has acquired key significance in heritage guarding. This paper examines the roles responsibilities of a conservator & throws light on the challenges faced by him during conservation of manuscripts.

**Keywords:** manuscript conservation, responsibilities of a conservator, challenges, government initiatives, awareness activities, careers in conservation.

**Introduction:** conservation of manuscripts is not a new concept in India as there are countless examples kings & royal courts acting as conservation repositories. Annals of Indian history is replete with references to exchange of heritage envoys with techniques of conservation of manuscripts. The carrying the messages of heritage values as embodiment of a nation's inheritance was perceived by ancient Indians. This was widely seen all through the phases of history where envoys of heritage visited several places broadening Indian cultural treasure & its deep rooted ethical backdrop. India had relations of good will & cultural exchange since time

immemorial. With the dawn of 20<sup>th</sup> century, India which was under the colonial rule, it came interface with its own historical past through the initiatives of East India Company. The Indian historical past was rediscovered through the magnificent works of Max Muller, William Jones, Alexander Cunningham, Rev. F. Kettle, B. L. Rice, E.P. Rice & such other luminaries.

Conservation of historical past through Archival preservation was streamlined through the establishment of record offices, museums, archives, epigraphic offices & archaeology departments. Long term preservation of artistic &





cultural artifacts became the responsibility of each state. The states were given little autonomy Analyzing & assess the condition of cultural property acquired , rediscovered or transferred Understanding the process of conservation , Evidence of deterioration of the historical documents , Planning collections of historical documents ,

1. Care or site management strategies that prevent damage ,
2. Carrying out conservation treatments
3. Conducting research in all of the areas previously indicated.

### Challenges of conservation-

Conserving historical records are an interdisciplinary research area involving practices sciences & humanities. A conservator often faces the challenges of collecting, safeguarding & conserving the document. But conservation demands several dimensional approaches as it demands inter disciplinary support. An integrated strategy towards making conservation simpler, hassle free & complication free is needed to understand & identify the problems of conservation & a conservator has to play the roles of a specialist, technician & an expert besides being a heritage lover.



**Professional challenges-** A conservator is a professional, whose primary occupation is the practice of conservation and who, through specialized education, knowledge, training, and experience, formulates and implements all the activities of conservation in accordance with regulatory guidelines for practice. There are several options for a

conservator. He can become an administrator, educator, scientist, technician, researcher, or a specialist.

A conservator has several roles to play. At the same time he has several responsibilities. ( The proceedings of the national library of India 2014). A Conservator needs an intensive fast paced



learning experience along with lots of patience It is an ever changing & ever evolving discipline which needs peoples who love this profession This also needs persons to be in touch with technology as well as their advancement in technical inputs.(National mission for manuscripts -Government of India - official website 2014). Support in restoration to bring a deteriorated or damaged object structure of materials closer to a previous or assumed appearance or function needs great determined action.( The proceedings of the national library of India 2014).

### Roles of a conservator-

1. A conservator will act as a professional curator who can acquire, store, and exhibit rare & general collections
2. A conservator can Select the theme and design of exhibits
3. A conservator can Design, organize, and conduct tours and workshops for the public
4. A conservator can Attend civic events to promote their institution
5. A conservator can Clean objects such as ancient tools, coins, and statues
6. A conservator can Direct and supervise curatorial, technical, and student staff

7. A conservator can Plan and conduct special research projects

### Responsibilities of a conservator

- A conservator has the great job of preserving & continuing a heritage. His responsibilities include

1. A conservator has to examine the procedures to determine the materials & methods of manufacture properties of objects or structures & the causes & extent of deterioration & alteration. ( The proceedings of the national library of India 2014).
2. A conservator has to take up Scientific analysis & research to identify historic & artistic methods & materials of fabrication.
3. A conservator has to evaluate the efficacy of materials to be conserved
4. A conservator has to help documentation process to record the condition of an object or site at a specific time of treatment or after & before treatment
5. A conservator has to choose methods to stop deterioration of the materials further
6. A conservator has to support in restoration to bring a deteriorated or damaged object structure of materials closer to a previous or assumed appearance or function
7. A conservator has to find ways for safe exhibition of saved materials



8. A Conservator needs an intensive fast paced learning experience along with lots of patience. It is an ever changing & ever evolving discipline which needs peoples who love this profession This also needs persons to be in touch with technology as well as their advancement in technical inputs

**Professional support** -A conservator' s profession needs specialization in several disciplines ( The report of the National Manuscript library 2012). this includes

1. Archaeology,
2. Architecture ,
3. Archives, books,
4. Art on paper, textiles,
5. Built environments,
6. Decorative arts ,
7. Electronic,

8. Ethnographic materials ,
9. Media ,
10. Natural science ,
11. Photographs ,
12. Sculpture,
13. Specialization in paintings ,

**Agencies of conservation-** There are several government funded & Non governmental agencies which are active in the process of conservation

**The procedural phases of conservation** - The process of examining the procedures to determine the materials & methods of manufacture, properties of objects or structures & the causes & extent of deterioration & alteration is a very delicate work which needs meticulous screening. (The proceedings of the national library of India 2014).





**Career in conservation** - There are several related jobs related to this such as

1. Conservation administrator,
2. Conservation educator,
3. Conservation scientist,
4. Conservation technician,
5. Conservation of collections head
6. Conservation care/preservation specialist.

**The challenges faced by conservator** – a conservator has the following challenges

1. Authenticating and appraising historical documents and archival materials
2. Preserving and maintaining documents and objects
3. Creating and maintaining computer archives and databases
4. Organizing and classifying archival records to make them easy to search through
5. Safeguarding records by creating film and digital copies of documents
6. Directing workers who help arrange, exhibit, and maintain collections
7. Setting and administer policy guidelines concerning public access to materials
8. Providing help to manuscript library users

9. Finding and acquiring new materials for their archives

### **Evolving an integrated conservation strategy-**

An integrated strategy towards making conservation simpler, hassle free & complication free is needed to understand & identify the problems of conservation & a conservator has to play the roles of a specialist, technician & an expert besides being a heritage lover. Conservator needs an intensive fast paced learning experience along with lots of patience. It is an ever changing ever evolving discipline which needs peoples who love this profession. This also needs persons to be in touch with technology as well as their advancement in technical inputs. (The proceedings of the national library 2014)

**Various types of education & trainings** – there are various types of training available in this conservation related jobs.

1. Apprenticeship as the primary method of training. Internships include good source of training in conservation. As an alternate to graduate system students can opt for apprenticeships with practical training course work & research methodologies
2. students internships in conservation can help the conservation process. Introductory levels of workshops & orientation refer to internships in these professions. (The



proceedings of the national library 2014).

**The role of government** – governments both state & central can initiate several activities & capacity building programs such as

1. providing specialized education in conservation ,
2. provide capacity building programs in conservation knowledge ,
3. training ,
4. orientation sessions in providing complete knowledge about formulation of conservation policy
5. creating awareness on procedural implementation of integrated strategy .

**Conclusion-** Thus a manuscript conservator often faces the challenges of collecting, safeguarding & conserving rare document. But conservation demands several dimensional approaches as it is an inter disciplinary bearing. An integrated stratagem towards making conservation simpler, hassle free & complication free is needed to understand & identify the problems of conservation. A conservator has to play the roles of a specialist technician & an expert heritage activist to guards the country' s historical assets. Besides being a heritage lover. Conservator needs an intensive fast paced learning experience along with lots of patience

It is an ever changing ever evolving discipline which needs peoples who love this profession This also needs persons to be in touch with technology as well as their advancement in technical inputs.

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## Supporting Economy- Careers in Community Capacity Building in Tourism sector

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**Abstract:** There are several non-governmental organizations working for community empowerment in India. India has several NGOs working towards empowerment of community. The rural communities are to be prepared to develop, implement and sustain their own solutions to problems in a way that helps them shape and exercise control over their physical, social, economic and cultural community environments. Community capacity building is a inclusive empowerment process where community members are helped them to lead the community in a better way. The strengthening of skills competencies & abilities of the communities is the main objective of Community Capacity Building. But there have been several challenges in initiating Community Capacity Building strategies. Community are either reluctant to receive extra competencies are there is a lack of consistency in providing competencies. This paper examines the challenges of Community Capacity Building & offers to stream line the affirmative strategies for inclusive empowerment

**Key words:** community capacity building, community empowerment, sustainable initiatives

**Introduction:** Community capacity building concept empowers the community towards higher achievements. The members for community empowerment

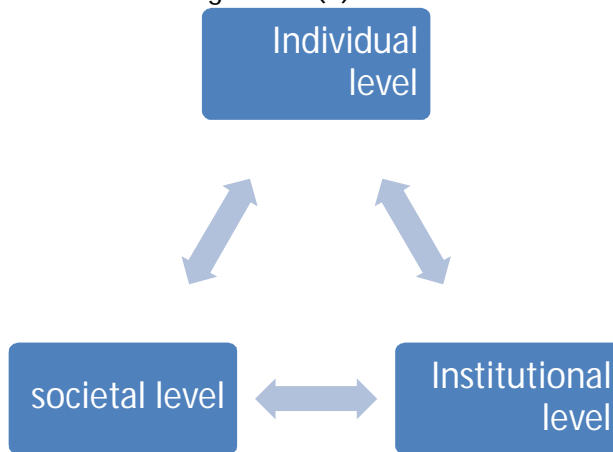
1. Consultancy
2. Documentation work
3. Fund raising
4. Job training
5. Office work
6. Skill training
7. Training centers
8. Visits to villages

Community Capacity Building can be considered as the pillar of community development. Preferred

changes in the community can be expected when the community has capacity to shoulder the stakholdership & engagement. The community needs to understand & identify the strategies to involve the community in empowerment programs

**The Impact on economy-** The strengthening of skills competencies & abilities of the communities is the main objective of Community Capacity Building has greater impact on economy . It helps inclusive empowerment process , it educates the community members it helps them to lead the community in a

better way. As shown in this diagram (1)



1. **Individual level** – Community capacity-building on an individual level requires the development of conditions that allow individual participants to build and enhance knowledge and skills. It also calls for the establishment of conditions that will allow individuals to engage in the "process of learning and adapting to change".
2. **Institutional level** – Community capacity building on an institutional level should involve aiding institutions in developing countries. It should not involve creating new institutions, rather modernizing existing institutions and supporting them in forming sound policies, organizational structures, and effective methods of management and revenue control.
3. **Societal level** – Community capacity building at the societal level should support the establishment of a more

"interactive public administration that learns equally from its actions and from feedback it receives from the population at large." Community capacity building must be used to develop public administrators that are responsive and accountable.

Community Capacity Building can be considered as the pillar of community development. Preferred changes in the community can be expected when the community has capacity to shoulder the stakeholdership & engagement. The community needs to understand & identify the strategies to involve the community in empowerment programs. This calls for Community Capacity Building the activities

**Community Capacity Building- the concept**

Community capacity building refers to the identification, strengthening and linking of community's tangible resources, such as local service



groups, and intangible resources like community spirit. Community capacity building is all about promoting the 'capacity' of local communities & preparing them to develop, implement and sustain their own solutions to problems in a way that helps them shape and exercise control over their physical, social, economic and cultural environments.

First it is a continuous process. Community capacity building should not be about pilot schemes and short-term interventions (Mowbray, 2005) it needs to involve long-term commitment and a willingness to ask hard questions.

Second, it involves local leadership. Community capacity building should be a bottom-up approach that is community led. But this is one of those cases where a commitment to social justice is crucial. It is important to consider who is included in the "community" that is leading the process. Third, if community capacity building is a community-led, bottom up approach, then it is important that the communities take responsibility for their own development. Again, I would argue that without an underpinning of social justice, there is a danger that this can mean that we ignore structural issues that are beyond the control of a single community. Community capacity building needs to go hand-in-hand with a commitment to social change & economic change.

The researchers have identified eight outcomes of community capacity building:

1. Expanding community participation
2. Diverse community participation
3. Inclusive community participation
4. Expanding leadership base in rural sector
5. Strengthening individual skills which can contribute to economic development
6. Encouraging a shared understanding and vision towards nation/s progress
7. Strategic community development agenda
8. Facilitating consistent, tangible progress toward goals
9. Creating effective community organizations and institutions
10. Promoting resource utilization by the community

These outcomes, however, can also be considered processes **for** community capacity building. They provide an indication of some of the things we might be doing when working with a community.

**Considerations** :- The economic impact of capacity building programs community development needs to be understood .There is a necessity to identify areas in need of capacity building support & interventions in those areas have to be prioritized.





The capacity building has to be participatory activity & all the community members have to involve in initiating these priorities. The capacity building training sessions need to be area specific & should generate practical solutions that are relevant timely & oriented to address the problems.

The capacity building community development programs includes training the trainers resourceful skill training managerial skills supervisory skills internal training assistance raining session etc are included in the capacity building community development programs but there are severe lacuna.

Capacity building community development programs aims capacity building community development programs should include

empowering indigenous communities leaders & organizations These training sessions have to highlight the community right s, their welfare Their interests it needs to promote stronger & collective leadership & better their managerial attitude . Capacity building community development programs needs to work in an integrated manner where community organization have to be brought together in a link with stronger motivations . Capacity building community development programs needs to address the impediments in exercising collective rights & schedules initiatives to overcome any loop hole.

sl no	details	identified tasks
1	empowerment of communities	increasing the ability of individuals and groups to influence community circumstances
2	participation	supporting people to take part in decision-making
3	Inclusion	providing equal opportunity and anti-discrimination
4	self-confidence building	supporting the right of people to make their own choices.
5	partnership	partnering with organizations which contribute to community learning and development

**Capacity building community development programs-** Building stronger dynamic groups, making community meetings more effective, increasing confidence levels of community members with increased inclusive participation increasing

collective stakeholdership & community awareness Creating an environment of total community participation, guiding the community group process and encouraging creative thinking among the



community is all needed in community capacity building .

### **The impact of community capacity building on society**

1. Involving local people to identify their community issues with an intention of social inclusion & equity helps to frame community developmental programs which directly benefits society.

2. Maximizing positive community participation in identification of societal issues through individual interaction & deliberation helps the community members to know each other. This builds healthy societal relationship.

3. Ensuring that cultural pluralism is not disturbed while identifying issues or discussing solutions is very much necessary.

4. Effect of Globalization on Rural Entrepreneurship in India is already being surfaced, Community empowerment & capacity building programs helps the community in a positive way.

5. Stimulating neighborliness among community members to display any lacuna in structural hypothesis & in understanding community problems will become eased out.

6. Providing for community participation through community sessions, community sittings & community meetings helps the policy framers to understand the need for policy formulation.

7. Promising community sustainability through proper & timely identification of community issues

8. Report on World Development Indicators Participation In Education World Bank Report 2014 traces the needs for community empowerment through capacity building.

9. Involving local community people to identify their community issues with an intention of social inclusion & equity has always helped the communities to grow & become strengthened .

10. Maximizing positive community participation in identification of issues through individual interaction & deliberation also has positive impact on society.

11. Ensuring that cultural pluralism is not disturbed while identifying issues or discussing solutions is very much necessary.

12. Effect of Globalization on Rural Entrepreneurship in India has been a much debated issue sin community empowerment projects of government of India

13. Stimulating neighborliness among community members to display their shortfalls in understanding community problems shows how far the community projects help the community awareness.

**Conclusion-** Community capacity building strategies needs to involve stimulation towards development of infrastructural conditions that allow community participants to build and



enhance their knowledge and skills. It is a continuous process. It has to be implicated to initiate consistent tangible progress towards community empowerment. There is a need to create effective community organizations & institutions which stimulate community members to participate & involve. These effective community organizations & institutions need to reflect on specific community needs instead of generalizing community requirements.

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## Locating translation careers through tourism—new opportunities & challenges

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**Abstract:** Indian Tourism sector is channelizing into a global industry with the economic liberalization policies. Foreign Tourists flocking in to India on a large number & India is spotted as a global destination for tourists across the globe. As the number of foreign travelers are increasing every year the need to communicate in their own languages has also become very important . Tourism sector offers varied translation related careers. Tourism sector with links to hospitality sector & good communication opens up several careers options for youth. The translators' careers not only is confined to substitutions of words , but also underlies the inner concepts related to communication. This requires comprehensive knowledge of foreign as well as languages. A translator requires analytical skills & fluency. The tourism industry is depending largely on foreign tourists as these days tourist destinations are becoming global centers of visit. This paper attempts to examine the career options for translators in tourism sector & related department also streamlines the conceptual paradigms.

**Key words :** Tourism sector, translation careers, supportive policies, challenges

**Introduction.** Translation services in all forms are extremely important in this ever-growing global society . They are especially important in tourism because they are the key to reaching out to and attracting foreign tourists . It is also necessary to ensure that the tourists have good and relaxing experiences during their stay in India .

**Foreign countries & Indian tourism Industry-** The Indian tourist sector receives people from following countries .Australia, Brazil, Cambodia, , Djibouti, Fiji, Finland, Germany, Indonesia, Israel, Japan,

Jordan, Kenya, Laos, Luxembourg, Marshall Islands, Mauritius, Mexico, , Myanmar, New Zealand, Norway, Oman, Palau, Palestine, Papua New Guinea, Philippines, Russia, , Singapore, Solomon Islands, South Korea, Thailand, The chart (1) shows the inflow of foreign tourists from top three countries in India in the year 2015

country	% of share
USA	15%
Bangaldesh	14 %
United Kingdom	10%

Source :Wikipedia 2015



The list below shows the number of foreign tourists visiting India since 2010-2016

year	million	% change
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.3
2015	8.03	4.5
2016	8.89	10.7

Source: www. wiki

The tourism sector is helping the economy with

year	crores earned by tourism	% increase
2010	77,591	19.6
2011	94,487	21.8
2012	1,07,671	14.0
2013	1,23,320	14.5
2014	1,35,193	9.60
2015	1,55,650	9.80

Source : www. wiki

Even though English is understood by tourists travel agents & tour guides , Indian local languages are supporting local people with no knowledge of English. Translation being important in tourism and travel might not seem like a big deal, but it is. The reason for that is that tourism itself is a major source of income for many companies. This means that revenues from tourism help to provide livelihood for countless families across the globe.

So if translation is important to tourism, then it is important to all those individuals that have jobs because of it.

**Careers for a translator** - There are several career opportunities for a translator besides tourism & hospitality sector.

1. International Relations Consultant
2. Foreign Exchange Trader
3. Publishing Specialist
4. Foreign Correspondent
5. Proofreader
6. Importer/Exporter
7. Translator/Interpreter
8. International Account Manager
9. International Banking Officer
10. Bilingual customer support
11. Cultural Events Coordinator
12. Travel Agent
13. Translator / Interpreter
14. Escort / Interpreter /Guide
15. National Security Agent
16. Immigration Officer
17. Court Interpreter
18. Cultural Attaché
19. UNESCO Official
20. Translator / Interpreter
21. Foreign Diplomat Missionary
22. Foreign Service Officer

**Requirements of the translator in tourism sector**

1. **Delivering a localized customer experience** -A tourist translator needs to know he has to deliver a localized customer experience at every step of their journey. Whether researching travel



destinations on tourism websites, chatting with reservation agents online, booking travel on their mobile device, staying in property or leaving a review, let customers engage with brand in their language by matching the best translation method to the right content based on speed, quality and customer expectations.

**2. Content delivery** - A tourist translator needs to accelerate content delivery and control consistency and quality with a tailored platform that includes pre-populated terminology databases and pre-trained machine translation engines customized for the travel and hospitality industry.

**3. Workflows-** A tourist translator needs to specialize in workflows for typical travel content and in-house linguists who work with leading brands is necessary.

**4. Open communication bases-** A tourist translator needs to communicate with customers in any language when they need . Agent responses are automatically translated back into the customer's language quickly and accurately.

**5. Integrate language capabilities** - A tourist translator needs to integrate language capabilities with content engines, booking systems, chat applications and websites for easy web and e-Commerce site updates. Flexible workflows and system integration give full control of the translation lifecycle, improving quality, consistency and speed to market.

**6. A translator as a communication expert** -A tourist translators translate or interpret the content of the source language into target language. It means they engage in communicating the same message without changing the meaning of the original message. The job of a tourist translator needs to know is not merely substituting words but he acts as a bridge to communicate the conceptualized text in a easier way. A tourist translator needs to know uses his own pre conceptions to make the communication more effective & more convincing.

**The following attributes are needed**

1. A tourist translator needs to know that he is interested in building career in the field of tourist translation & should possess a thorough knowledge of the source language and have clear understanding of the target language as well
2. A tourist translator needs to know analytical skills and good command over both the languages (source and target) & he should be proficient in reading, speaking as well as writing in both the languages.
3. A tourist translator needs to know precisely about languages & should strive to maintain accuracy in translation.



4. A tourist translator must be clear about the meaning to be communicated.
5. A tourist translator needs to know about research work in his work it is necessary before translating any piece of work for any traveler .
6. A tourist translator needs to have knowledge about computers as well.
7. A tourist translator should have dedication and commitment towards the work , without commitment he will fail to become convincing in his job..
8. A tourist translator needs to know about Websites ,Catalogues , Hotel information , Marketing brochures , Press releases , Flyers, Service contracts etc have to be handled by the tourist translator .

### Challenges-

1. Tourism translation is different from because it never requires an in-depth knowledge of complex technical terms that are incomprehensible to the average common man.
2. Tourism translation needs an intimate understanding of the local language as well as target language.
3. Translation in tourism related issues also helps the marketing of the local product into a global consumer market world.
4. The management of different currencies itself will make a

tourism translator friendly of foreign tourists.

5. The Translation jobs in tourism related sectors also help the growth of the local economy.
6. Indigenous & foreign tourists always aim at purchasing items of local consumer value as memento of tourist experience in India.

**Conclusion- Thus** Tourism sector with links to hospitality sector & service sector opens up several careers options for youth. The tourists' translators' careers not only is confined to substitutions of words , but also underlies the inner concepts related to communication. This requires comprehensive knowledge of foreign as well as languages. A translator requires analytical skills & fluency. The tourism industry is depending largely on foreign tourists as these days tourist destinations are becoming global centers of visit. Policy interventions in tourism translation in helps the marketing of the local products into a global consumer market world & the growth of the local economy as well as the international market..

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## Disturbed identities- Sociological impact of rural tourism in India

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**Abstract** : Promotion of Rural tourism in India has become multi-dimensional strategy along with liberalized international mobility. The rural & remote areas are being linked with primary tourist destinations. Government is spending millions on tourism promotion with vision towards rural wellbeing. Profound corporate partnerships are envisioned to promotion of rural tourism. But the rural tourism promotion has several challenges. There is a threat of local traditional culture under attack from unknown corners. The traditional culture has suddenly come under threat with local language, local food system, local etiquettes & local customs are being linked with new traditions in the name of modernization & globalization. This paper examines the challenges of rural tourism on rural society & analyses the impact of rural tourism promotion on societal behavior.

**Key words**: rural tourism, corporate alliances, impact on rural society, impact on social behaviour

**Introduction**- Indian rural tourism has been initiated to bring sustainability to rural folk. The Rural India is experiencing the touch of neo- modernity with the opening of newer tour destination in rural regions. The number of tourism related registered operators number was on the increase as shown in this table (1)

sl no	description	number registered 2014
1	Inbound tour operators	423
2	Tourist transport operators	96
3	Domestic tour operators	107
4	Travel agents	166

Source : The Ministry of Tourism ,Government of India New Delhi 2014

The fact that the initiatives towards promotion of rural tourism adds to the generation of income & employability to local people is accepted globally but the recent

studies are pointing to the weakening of socio- cultural ties within rural society. The following are the rural tour destinations table (2)



**Negative Impact on rural tourism promotion on rural society**

1. Traditional culture is often disturbed , the opening up of remote rural tourism destination has brought threat instead of benefits.
2. Local etiquettes are changed in the name of modernity
3. Technological innovations are experimented in remote regions
4. The local language usage becomes thin & gradually local language loses its insistence. Newer generation often find mother tongue languages merging

- with English or any other popular local language.
5. The adventure tourism initiatives have negatively influenced the local communities & forest dwelling communities. Their privacy is disturbed & their social customs have become tales of fun & fantasy.
  6. The forest gathering tribal communities are losing their individual status
  7. The biking races, cross country running, cyclothan competitions, hiking , car racing , rock climbing, etc have damaged the rural eco system instead of benefitting them.

Sl. No	Name of the destination	State
1	Anegundi	Karnataka
2	Ballabhapur	West Bengal
3	Chitrakoote	Chhattisgarh
4	Hodka	Gujarat
5	Kumbhalagni	Kerala
6	Lichen	Sikkim
7	Pipli	Odissa
8	Puttur	Andhra Pradesh
9	Shyam gorhat	Assam
10	Theerthamahal	Tamilnadu

Source: The Ministry of Tourism Government of India New Delhi 2014

8. Clearing of forests for road making , lodge building , destination mapping etc have left a greater impact on rural living.
9. The areas which were far away from being introduced to modern world are facing their weakening socio- cultural norms. Rural

people are made to adjust themselves with unknown people with unknown language culture . This has disturbed them. This is seen in younger generation of tribal & rural people quitting the rural side for urban & sub urban centers. The Internal migration of



- rural youth has almost quadrupled since 2000.
10. Rural environments, ecology & economy have changed since the introduction of modern tourism in rural areas. Rural people are demanding more energy infrastructure , transport infrastructure , tele communication infrastructure . The Indian government release on Surface transport show that a major chunk of funding is allotted to Grameen sadak construction.
  11. Instead to leading to sustainable environment it has lead to degrading environment with tourist throwing the waste in to local environment without awareness about environmental pollution.
  12. Tour operator are neglecting the impact on rural environment as they are only eyeing on the prospective income generated. the infrastructural construction of lodges , boarding houses , hotel hutments, lodges are costing heavily on rural environment
  13. The rare & Hand crafted articles which were available for throw away prices are now sky rocketed with their price tag Hence rural economies have become too commercial & business mined.
  14. The value for local eco resources has also been appreciated.
  15. economic income generation to the local communities has lead to staining of family relationships Men are monopolizing the incomes while women & children are left to their traditional poverty & poor quality of life .
  16. The rural tourism has also affected the gender disparity. Women & children are sometimes misused by tourists in the name of home stays
  17. Drug-abuses have become common in home-stays & tour hotels , boarding's , lodges.
  18. Mass tourism is leading to eco degradation as Land, wildlife, ecology have come under serious threat. Animals are losing their greener horizons , water outlets , food chain circles & scarcity of pure water is experienced as never before
  19. Coastal tourism has made the unnecessary interruption into lives of coastal people. The heavy use of plastic bottles , plastic camping equipments covers , plastic food packings, wastes, & drinking bottles.
  20. private-public partnerships in rural tourism management has lead to violation of inherited ethics & local culture etiquettes
  21. The cases of child sexual abuse , child labor , children trafficking , have been reported from remote village after they opened up for international tourists as tourism destinations
  22. Rural tourism has negatively affected the local wages, local living ,& standard of living. The farm sector is experiencing scarcity of local labor for agriculture & agro processing. Wages of local labor has almost



tripled since 2000. Agri farming in traditional way has given way to mechanized farming. The feeding habits, breeding habits, farming habits, reproduction habits etc have been troubled greatly.

**The role of government** - The government should focus on reducing negative impacts on ecology through sustainable policy making. The lack of stricter tourism promotion control, increasing love for westernization, adverse impacts to the environment, loss of culture and traditions outweighing the benefits of establishing large scale ecotourism have to be restructured to make the local people live comfortably. The organized tourism initiatives need to focus in enhancing and rejuvenating the local production of the region in terms of

agriculture produces, fish, chicken, egg and other non-perishable items like flours, processed food, local snacks, etc Cultural wing and Handicrafts units started under the Rural tourism T initiative contribute a major portion in the economic line. Management of Tourism related Social issues, Safety Management, Visitors Management, Local Resource management, Souvenir, Local art and culture, Ethnic food, Health Management, Local Infrastructure, capacity building, Information of the destination, Character of destination etc. Several instances of leakage of economic benefits to outside the region have been noticed. Inadequacy & scantiness in local benefits are seen on par with benefits to rural communities. As shown in this chart (1)

1	Promoting cooperation and innovation	through community schemes
2	encouraging entrepreneurship	through tourism policies
3	promotion of inclusiveness	through capacity building

- Promoting cooperation and innovation, encouraging entrepreneurship and promoting inclusiveness and the provision of local services;
- Improving local governance by developing links between agriculture, forestry and the local economy.
- Developing the provision and innovative use of renewable energy sources, which can contribute to creating new outlets for agricultural and forestry products, the provision of local services and the diversification of the rural economy;
- Developing micro-business and crafts, which can build on traditional skills or introduce new competencies, helping to promote entrepreneurship and develop the economic fabric



5. Training young people in skills needed for the diversification of the local economy
6. Combating climate change, agriculture and forestry having a major role to play in the development of renewable energy and material sources for bio-energy installations

#### **Community stake-holder ship-**

The community can be involved in promotion of sustainable tourism. Enhancing the community's capacity to organize their community and sustain services that target specific rural demographic, social, economic, and political trends, enhancing community satisfaction and quality of life, Increase participation in community life , developing leadership potential among residents , opening channels of recreation programs in rural towns.

**Conclusion-** Thus rural tourism initiatives need to focus on sustainability rather than commercial prospects. Stringent tourism legislations have to be applied towards managing tourism projects. Great care has to be reflected in policy making in rural tourism initiatives. The local governments have to be authorized to take suitable actions at suitable time in avoiding loss to rural life & rural resources. An integrated eco friendly rural recycling program has to be implemented with public private collaboration. Thus

maintaining territorial balance to maintain a sustainable equilibrium between urban and rural areas in order to make a positive contribution to the spatial distribution of economic activity and territorial cohesion will also enhance chances of rural tourism in a sustainable way. All stake holders have to understand that rural tourism becomes is manageable only if it is carefully managed towards achieving all round sustainability

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## Building Generations of Travel Professionals through Innovative Tourism Courses

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**Abstract** This paper examines the career opportunities for youth in tourism & travel sector. Tourism is considered as the world's largest industry with an annual revenue reaching 500 billion US dollars. A bachelor or a master degree in tourism can only create a limited tourist courses but there is a need to augment the youth towards tourism with new courses. The Indian tourism sector is continually growing and travel professionals with the travel management skills and tourism knowledge are in constant demand. The higher education Institutions can also promote interest for youth through new courses & new curricula. The role of parents & wards in stimulating their children towards new courses in tourism is also very essential. The peer to peer guidance also works well with students for choosing courses in Travel profession.

**Keywords:** Tourism, new courses, innovative curriculum, challenges of travel profession, youth opportunities

**Introduction-** There are multiple tourism related courses all over the world that offer professional development opportunities, certificates, and diplomas to help individuals and the tourism industry to take the next step toward excellence. Requirements vary for tourism courses, some requiring a university degree, others requiring completion of secondary school education. Based on the area of interest, there are many tourism courses to fit the needs of everyone, some examples being certification in hotel management,

for youth they can become tourism & travel professionals. the industry suffers from manifold short comings. The Tourism Industry can become a major employer if the academics & higher educational Institutions join hands to introduce new syllabi in curricula of tourism studies. The list below shows the number of foreign tourists visiting India since 2010-2016

There are ample opportunities in the field of Travel & Tourism industry



year	million	% change
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.3
2015	8.03	4.5
2016	8.89	10.7

Source: www. wiki

year	crores earned by tourism	% increase
2010	77,591	19.6
2011	94,487	21.8
2012	1,07,671	14.0
2013	1,23,320	14.5
2014	1,35,193	9.60
2015	1,55,650	9.80

Source : www. wiki

The higher education Institutions can also promote interest for youth through new courses & new curricula. The role of parents & wards in stimulating their children towards new courses in tourism is also very essential. The peer to peer guidance also works well with students for choosing courses in Travel profession. India has a lot of potential towards bringing up a new generation of youth travel professionals who can steer Indian tourism Industry towards global levels.

**Employability options-** As per the WTTC, the industry contributed R7,642 billion and 36.7 million jobs to the Indian economy in 2014. During 2015, the industry's GDP contribution is forecast to grow by 7.5% and employment by 1.8%. The report of the financial express reports that this demonstrates the sector's

enduring ability to generate economic growth and create jobs at a faster rate than the national economy, which is due to grow by 6.7% in 2015. By the end of 2015, the travel and tourism sector will contribute Rs 8,21,500 crore, 7% of India's GDP, and 37.4 million jobs, almost 9% of total employment, once all direct, indirect and induced impacts are taken into account.

1. Certificate Course In Control Room Management – This course offers students the implications in control room management.
2. Certificate Course In Destination Geography- This course offers students the implications in destination tourism
3. Certificate Course In Digital Services- This course offers students the implications in digital services





4. Certificate Course In E –Learning travel ethics - This course offers students the implications in E – Learning travel ethics
5. Certificate Course In Fixing Passenger Fares- This course offers students the implications in Fixing Passenger Fares
6. Certificate Course In Foreign Language Translations- This course offers students the implications in Foreign Language Translations
7. Certificate Course In Foundation Course In Travel & Tourism- This course offers students the implications in
8. Certificate Course In Interline Accounting- This course offers students the implications in internet based ticketing. These days' people find solution to their travel questions over internet. Hence it is necessary to introduce internet related courses in tourism & management.
9. Certificate Course In Journey Pricing & Ticketing - This course offers students the implications in Journey Pricing & Ticketing
10. Certificate Course In Managing Airline Travel Pressure- This course offers students the implications in Managing Airline Travel Pressure
11. Certificate Course In Managing Travel Business- This course offers students the implications in Managing Travel Business
12. Certificate Course In Marine Travel Management - This course offers students the implications in Marine Travel Management
13. Certificate Course In tourism Project Management- This course offers students the implications in tourism Project Management
14. Certificate Course In Selling Airline Reservation- This course offers students the implications in Selling Airline Reservation
15. Certificate Course In Serving The Travel Customer- This course offers students the implications in Travel Customer
16. Certificate Course In Social Media & Travel Industry- This course offers students the implications in Special Event Ticketing Services
17. Certificate Course In Special Event Ticketing Services- This course offers students the implications in
18. Certificate Course In Tariff Emission- This course offers students the implications in Tariff Emission
19. Certificate Course In Ticket Re-issuing / cancellation / reloading Online Information- This course offers students the implications in Ticket Re-issuing / cancellation / reloading Online tickets
20. Certificate Course In Tourism Agency Management- This course offers students the implications in Tourism Agency Management-
21. Certificate Course In Tourism Consultancy Management- This course offers students the implications in Tourism Consultancy Management



22. Certificate Course In Training For Travel Agents- This course offers students the implications in Training For Travel Agents
23. Certificate Course In Travel Agent Billing Procedures- This course offers students the implications in Travel Agent Billing Procedures
24. Certificate Course In Travel Agents Commission Pay Out Modes- This course offers students the implications in Travel Agents Commission Pay Out Modes
25. Certificate Course In Voyage Tourism management - This course offers students the implications in Voyage Tourism management.

4. These courses help to gain knowledge in Travel Agent Billing Procedures, Travel Agents Commission Pay Out Modes , Voyage Tourism management , Travel Customer Social Media & Travel Industry , Special Event Ticketing Services, Tariff Emission , Ticket Re-issuing / cancellation /

The tourism industry to take the next step toward excellence. Requirements vary for tourism courses, some requiring a university degree, others requiring completion of secondary school education. Based on the area of interest, there are many tourism courses to fit the needs of everyone, some examples being certification in hotel management. These courses help individuals to work as travel agents, ticketing agents, hospitality sector office agents.

The tourism courses across the world offer professional development opportunities for tourism & hospitality sector interested individuals .

1. These courses help individuals to work as travel agents , ticketing agents, hospitality sector office agents.
2. The courses help learners to know the usage of Social Media in promotion of Travel Industry
3. These courses help to gain knowledge in Tourism Consultancy Management & Tourism Agency Management.

**Conclusion** – Thus there are ample opportunities in the field of Travel & Tourism industry for youth to become tourism professional. But the industry as investigated above suffers from manifold short comings. The Industry can become a major employer if the academics & higher educational Institutions join hands to introduce new syllabi in curricula of tourism studies. The higher education Institutions can also promote interest for youth through new courses & new curricula. The role of parents & wards in stimulating their children towards



new courses in tourism is also very essential. The peer to peer guidance also works well with students for choosing courses in Travel profession. India has a lot of potential towards bringing up a new generation of youth travel professionals who can steer Indian tourism Industry towards global levels.

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## Safeguarding folk Heritage through Promotion Of Folk Tourism -Emerging Trends

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**Abstract:** This paper explores the aspects of folk tourism through conservation of folk art & culture. Indian cultural vivacity calls for projection of various offshoots of tourism development. Tourist destinations are becoming a medium for creation of community sustainability & economic supplementations. The medical tourism, eco-tourism, adventure tourism, heritage tourism, are some of the traditional aspects of tourism development. But these days a growing impetus towards folk tourism is being promoted in a big way. Promotion & development of tourist destination involves meticulous planning as it links local economy with the national economy. India is rich in folk culture & is a house to various diverse ethnic communities. This plurality of culture is reflected in the various festivities, folk celebrations, religious ceremonies etc. Folk tourism will directly help preservation techniques, professional antique restoration, conservation of folk artifacts through modern technological inputs. India has to focus on delivering greater prospective planning in making folk tourism more projective.

**Key words:** Folk culture, preservation, folk tourism, community involvement, challenges.

### Introduction:

Indian folk has been limited to seasonal celebrations & they have been focusing the local folk cultural festivities only. Besides they are limited to specified rural areas only. But a planned projection of these folk art, folk culture & folk language can attract a bigger number of tourists both indigenous & foreign across India. There is a need to reflect upon their cultural plurality through digital mode & attract tourists. Folk paintings, Folk sculpture, folk script, folk talent, folk dance folk musical instruments, folk drawings etc. The

assimilation of folk culture into mainstream living itself speaks volumes about socio cultural amalgamation.

Folk Tours offers educational and entertaining music and dance events in the folk tour period. Folk tourism often attract tourist because of their music and dance to build bridges between cultures. The main aim of folk tourism is to educate, enlighten and inspire students of all ages, genders, creeds and ethnic backgrounds. special emphasis on seeing the sights, learning the history and experiencing the culture.



India is a culturally pluralistic country & has several ethnic minorities, tribal & forest tribes residing in the district. The dances of India vary and each state has several forms of dance.

1. The Bihu of Assam,
2. the Bhavai of Rajasthan,
3. the Lavni of Maharashtra,
4. the Teiyyam of Kerala,
5. the Garbha of Gujarat and
6. The war dances of Nagaland are some of the well known folk dances. If Indian dance has sprung from the religious urges of her people her music has also been influenced by her cultural beliefs.

Indian Folk music is a rustic reflection of the large Indian society. It draws largely from tribal music but is different from it. Indian folk music has many forms including Bhangra, Dandiya, Lavani and Rajasthani, most of which are dance oriented. The traditional folk music is mostly played on instruments like the flute, santoor, dholak, ektar and dotar. Folk art painting has been an integral part of the Indian civilization and it

continues to be a living tradition. Warli, Madhubani, Patachitra and other forms of traditional Indian folk art are internationally acclaimed possessions today and they depict Indian culture.

There is multitude of folk practices & customary habits streamlining grand heritage of Indian culture. The need to focus on these heritage practices calls for promotion of cultural tourism with highlighting on folk culture. The practices of folk culture are not only reflective but also enriched identities. Each tribal group is manifested with distinct customs & cultural traditions & their heritage calls for demonstration of customary practices which are exclusive, exceptional, distinctive, & unique.

The following folk art are making name in world art forms & have every prospect of becoming tourism destinations

1. Bengal Pat Paining
2. Gond Art
3. Kalmakari Paining
4. Madhubani Painting Art
5. Miniature Art Painting
6. Patachitra Art Painting,
7. Tanjore Art Painting

**Research needs in folk tourism** : A comprehensive exploration into folk culture will promote in folk tourism expansion besides it will result in

Understanding the folk skill of knowledge re-production system
Understanding the significance of Oral tradition
Understanding the need for Practice lesson of art of living for new genre
Understanding the need for Promotion of cultural entrepreneurship
Understanding the Safe guarding of timeless heritage
Encouraging community involvement
promotion of Collective awareness
promotion of multi disciplinary approach



**The role of UGC-** The role of UGC in making the folk studies a part of the curriculum in higher education sector is being emphasized. Such initiatives will further supportive policy framing for the conservation of folk culture. The higher educational Institutions in rural & sub urban areas can channelize into including folk tourism courses. The short term courses & diploma courses in folk tourism will also promote folk tourism. Implicative courses in Folklore conservation need to be considered with greater experimental strategies for treating tribal & folk society. A multi-disciplinary approach in human behaviour art, architecture, anthropology, archaeology, linguistics, music, dance, ethnic practices, food habits, nomadic habits, environmental habits, etc will also help to promote folk tourism prospects in India. There is a need to invest in education sector with greater focus on regional culture this will reflect on grass root level policy framing. The governing bodies at the local level have to be invested with powers to frame policies in conserving folk culture. The grass root level policy will support application of modern technology appliances in conserving folk culture.

6. Department of folk Tourism
7. Department of folk culture
8. Department of Archaeology
9. Department of ethnic survey of India
10. Department of National museum,

11. Department of state Archive
12. Department of cartography
13. Department of museum are directly linked with conserving folk culture & attracting tourists. There are several initiatives from
6. Anthropological Survey of India,
7. Archaeological Survey of India,
8. National Archives of India
9. National Folk Museum of India,
10. National Gallery of Folk Art,
11. National Culture Museum
12. National ethnic library

towards conserving folk cultural artifacts.

#### **Folk art tourism-**

Folk art expresses cultural identity by conveying shared community values and aesthetics.

1. It encompasses a range of practical and decorative media, including cloth, wood, paper, clay, metal etc
2. If traditional materials are inaccessible, new materials are often substituted, resulting in contemporary expressions of traditional folk art forms.
3. Folk art reflects traditional art forms of diverse community groups — ethnic, tribal, religious, occupational, geographical,

Folk art values are conserved through traditional learning the skills &



techniques through informal & formal training to the young generation.

Folk tourism will directly help

1. preservation techniques
2. professional antique restoration
3. conservation of folk art museum

The folk tourism can be increased with proper information gathering through

1. Collection Of Primary Source Materials
2. Compilation Of Folk Catalogues,
3. Compilation Of Folk tapes
4. Compilation Of Folk dance forms
5. Compilation Of Folk oral culture
6. Establishment Of Folk Art Museums Near To Tourism Destinations
7. Establishment Of Folk Library
8. Establishment Of Folk Repositories
9. Exhibition Of Catalogues,
10. Increasing Readership In Folk Art & Culture
11. Increasing Readership In Folk History
12. Increasing Readership in folk festivities research
13. Preparation Of Photographs
14. Preparation Of Slides,
15. Preparation Of Videotapes,
16. Preparation of Music albums
17. Preparation of handouts & pamphlets

**Conclusion:** Thus the fabric of Indian folk culture has been a compass of various cultures

encompassing vibrancy. This has been the reason for Indian cultural diversity & pluralism Oral tradition which are the source of folk culture has community involvement in all aspects of life It has been an integral part of Indian culture & tourism sector has prospective growth if it involves modern technological inputs. There is a need to reflect upon their cultural plurality through digital mode & attract tourists. Folk paintings, Folk sculpture, folk script, folk talent, folk dance folk musical instruments, folk drawings etc. The assimilation of folk culture into mainstream living itself speaks volumes about socio cultural amalgamation & this can be promoted through involving amulti disciplinary approach to folk cultural studies..

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## Understanding civilian rights towards conservation- Constitutional provisions –a critique

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**Abstract:** This paper examines the Indian constitutional provisions for maintenance of & protection of heritage artifacts. Indian constitution has several provisions towards conserving archeological inheritance. All Indian nationals are required to help & support government in management of inheritance & heritage artifacts. Indian constitution also provides for punishment following the acts of grave indifference towards negligence & destruction of archaeological monuments or items. The enactment of antiquarian legislation in India known as Bengal regulation xix of 1810 was the first legislation which carried provisions for conservation of monuments & this was continued later by, madras regulation vii of 1817, the Indian treasure trove act, 1878 the ancient monuments preservation act, 1904, the antiquities export control act, 1947, the ancient and historical monuments and archaeological sites and remains (declaration of national importance) act, 1951. These acts of the government vested the government with power to intervene whenever the public building/monuments / heritage artifacts were under threat of misuse.

**Keywords:** Indian cultural legacy, heritage artifacts, constitutional provisions, legislation , conservation laws,

**Introduction:** Indian constitution privileges all Indian nationals are required to help & support government in management of inheritance & heritage artifacts. Indian constitution also provides for punishment following the acts of grave indifference towards negligence & destruction of archaeological monuments or items.

### The Acts-

The enactment of antiquarian legislation in India known as Bengal regulation xix of 1810 was the first legislation which carried provisions for conservation of monuments & this

was continued later by, madras regulation vii of 1817, the Indian treasure trove act, 1878 the ancient monuments preservation act, 1904, the antiquities export control act, 1947, the ancient and historical monuments and archaeological sites and remains (declaration of national importance) act, 1951

The enactment of antiquarian legislation in India known as Bengal regulation xix of 1810 was the first legislation which carried provisions for conservation of monuments was the primary initiative towards making people understand the



necessity of conserving historical artifacts. This Act was instrumental in preparing the minds of the Indians towards identifying the areas of exquisite cultural inputs. This was followed by madras regulation vii of 1817 which furthered the bases of creating an awareness among the people towards knowing their historical bases.

Both these regulations vested the government with a power to intervene whenever the public buildings were under threat of misuse. However, both the acts were silent on the buildings under the private ownership. The act xx of 1863, was therefore enacted to empower the government to prevent injury to and preserve buildings remarkable for their antiquity or for their historical or architectural value. The Report on the Archeological survey of India 2010 reported that this act was supportive to several acts which followed historical identity conservation in the years to follow.

**The Indian treasure trove act, 1878 (act no. Vi of 1878)**-The Indian treasure trove act, 1878 (Act No. Vi Of 1878) was promulgated to protect and preserve treasure found accidentally but had the archaeological and historical value. This act was enacted to protect and preserve such treasures and their lawful disposal. In a landmark development in 1886, James Burgess, the then director general succeeded in prevailing upon the government for issuing directions: forbidding any person or agency to undertake

excavation without prior consent of the archaeological survey and debarring officers from disposing of antiquities found or acquired without the permission of the government.

**The ancient monuments preservation act, 1904 (act no. Vii of 1904)**-The cultural heritage ushered in a new era when the ancient monuments preservation act, 1904 (act no. VII of 1904) was promulgated. This act provided effective preservation and authority over the monument particularly those, which were under the custody of individual or private ownership. As this act has not been repealed, it is deemed to be in force. ( Report on the Archeological survey of India 2010).

**The antiquities export control act, 1947 (act no. XXXI of 1947)**-the antiquities export control act, 1947 (act no. Xxxi of 1947) and rules thereto which provided a regulation over the export of antiquities under a license issued by the director general and empowering him to decide whether any article, object or thing is or is not an antiquity for the purpose of the act and his decision was final.

**Historical monuments and archaeological sites**- In 1951, the ancient and historical monuments and archaeological sites and remains (declaration of national importance) act, 1951 (no LXXI of 1951) was enacted. Consequently, all the ancient and historical monuments and



archaeological sites and remains protected earlier under 'the ancient monuments preservation act, 1904' (act no. Vii of 1904) were re-declared as monuments and archaeological sites of national importance under this act. Another four hundred and fifty monuments and sites of part 'b' states were also added. Some more monuments and archaeological sites were also declared as of national importance under section 126 of the states reorganization act, 1956.

**The ancient monuments and archaeological sites and remains act 1958 ( no 24 of 1958)**- In order to bring the act on par with constitutional provisions and providing better and effective preservation to the archaeological wealth of the country, the ancient monuments and archaeological sites and remains act 1958 ( no 24 of 1958) was enacted on 28th august 1958. This act provides for the preservation of ancient and historical monuments and archaeological sites and remains of national importance, for the regulation of archaeological excavations and for the protection of sculptures, carvings and other like objects. Subsequently, the ancient monuments and archaeological sites and remains rules 1959 were framed. The act along with rules came into force with effect from 15<sup>th</sup> October 1959. This act repealed the ancient and historical monuments and archaeological sites and remains (declaration of national importance) act, 1951.

**The antiquities and art treasures act 1972 ( no no. 52 of 1972)**-the antiquities and art treasures act 1972 ( no no. 52 of 1972) is the latest act enacted on 9th September 1972 for effective control over the moveable cultural property consisting of antiquities and art treasures. ( Report on the Archeological survey of India 2010) . The act is to regulate the export trade in antiquities and art treasures, to provide for the prevention of smuggling of, and fraudulent dealings in, antiquities, to provide for the compulsory acquisition of antiquities and art treasures for preservation in public places and to provide for certain other matters connected therewith or incidental or ancillary thereto. This act was also supplemented with the antiquities and art treasure rules 1973. The act and rules have been in force with effect from 5th April 1976. This legislation repealed the antiquities export control act, 1947 (act no. XXXI of 1947 ). There were several underlying equations which sought legislative enactment in this act. The change of control from state governments towards historical legacy was to be identified in a similar way. There were several state governments which dared to intervene in controlling heritage artifacts directly according to regional necessities.

**The archaeological survey of India** -The archaeological survey of India (ASI ), as an attached office under the department of



culture, ministry of tourism and culture, is the premier organization for the archaeological researches and protection of the cultural heritage of the nation. Maintenance of ancient monuments and archaeological sites and remains of national importance is the prime concern of the the archaeological survey of India. Besides it regulate all archaeological activities in the country as per the provisions of the ancient monuments and archaeological sites and remains act, 1958. It also regulates antiquities and art treasure act, 1972. For the maintenance of ancient monuments and archaeological sites and remains of national importance the entire country is divided into 24 circles. The organization has a large work force of trained archaeologists, conservators, epigraphist, architects and scientists for conducting archaeological research projects through its excavation branches, prehistory branch, epigraphy branches, science branch, horticulture branch, building survey project, temple survey projects and underwater archaeology wing. The main function of the archaeological survey of India is to explore, excavate, conserve, preserve and protect the monuments and sites of national & international importance. This necessitated the work of conservation to fasten .

**Conclusion-** thus preservation conservation & environmental development needs to be supported through governmental agencies & supportive partners. Management of

a nation's legacy towards posterity should be an integrative approach involving all stake holders together. The Government & NGOS have to link the community stake holders towards creating a big work force of trained archaeologists, conservators, epigraphists, architects and scientists for conducting archaeological research projects through its excavation branches, prehistory branches, epigraphy branches, science branches, horticulture branch, building survey project branches, temple survey project branches ,museum branches, and underwater archaeology wings. The need for building private & public partnerships towards creating awareness & holding capacity building is increasing. The role of higher education sector has to be highlighted towards creating awareness in young minds towards historical heritage conservation. The Indian government legislation has to include more stringent measures towards deliberate destruction of heritage buildings & artifacts.

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## Building sustainability through rural tourism entrepreneurship –impact on Indian economy

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**Abstract:** One of the most imperative solutions for sustainable rural advancement is the promotion of rural entrepreneurship. In India, rural entrepreneurship is particularly crucial to total GDP growth & national development. India is racing towards becoming a global economic power & rural Entrepreneurship has emerged as a strategy in amplifying this growth. Thus Rural Tourism growth potential can be harnessed as a strategy for promotion of rural sustainability & rural women empowerment. This is an emerging sector with enormous potential for the balanced economic growth. The potential for rural tourism is immense, with 74% of its population living in 7 million villages, the discovery of this ancient land must start with experiencing its rural life style. In return the tourism industry will pay back to the community in the form of increased revenue and improved infrastructure facilities.

**Key words;** rural tourism , entrepreneurship building , policy interventions, women empowerment strategies,

**The concept of rural tourism-** Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience is termed as rural tourism.

Tourism represents a merging of two of the most influential yet contradictory features of modern life. Not only are the forces of economic, social, cultural, environmental and political change working to redefine rural spaces the world over, but broad global transformations in consumption and transportation

patterns are reshaping leisure behaviour and travel. For those concerned with both the nature of change in rural areas and tourism development, the dynamics and impacts of integrating these two dramatic shifts are not well known but yet are becoming increasingly provocative discourses for study.

Donald ried in his Rural tourism development reinforces that there is a need to link structural changes at the local, rural community level to broader, more structural considerations of globalization and allows for a deeper, more theoretically sophisticated consideration of the various forces



and features of rural tourism development.

### **Rural Entrepreneurship & women empowerment Tourism**

Rural Tourism Entrepreneurship has been cited as the major force of women empowerment economic change, human resource management, innovation and production services. By creating the environment for training rural women entrepreneurs in rural tourism entrepreneurship, India can promote rural women empowerment & rural sustainability. Entrepreneurship building through encouraging rural women to active participation in promotion of rural tourism can bring about an economic change in the rural areas.

The following festivals have become a part & parcel of rural Indian tourism.

1. [Bikaner Festival, Rajasthan](#)
2. [Guru Gobind Singh's Birthday](#)
3. [Float Festival, Madurai, Tamil Nadu](#)
4. [Kerala Village Fair, Kovalam, Kerala](#)
5. [Lohri, Punjab, Delhi](#)
6. Makar sankranthi Karnataka , maharashtra, tamilnadu , andhara pradesh
7. [Mamallapuram Dance Festival, Mamallapuram, Tamil Nadu](#)
8. [Modhera Dance Festival, Sun Temple Modhera, Gujarat](#)
9. [Nagaur Cattle Fair, Rajasthan](#)

10. [National Kite Festival, Ahmedabad, Gujarat](#)
11. [Pattadakal Dance Festival, Karnataka](#)
12. [Pongal, Tamil Nadu, Andhra Pradesh](#)

The rural entrepreneurship can be built on giving capacity building session in rural areas which includes managing

1. Daily meals and snacks which reflect on the traditional cuisine.
2. Daily trips
3. Agro picnics
4. Farm stays
5. Feeding farm animals
6. Harvesting the local produce (fruits and vegetables)
7. Holiday and special festival celebrations
8. Learning a new craft
9. promotion of making handicrafts.
10. Overnight stays.
11. Taking part in local customs
12. Identifying oral traditions
13. learning folk / rustic skills
14. merging technological innovation tot rural festivities

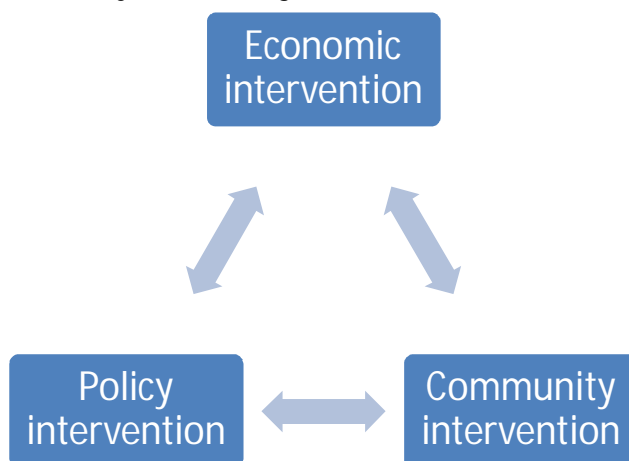
A new generation of rural tourism women entrepreneurs can be developed providing an answer to problems of rural unemployment & rural poverty. Varied colors of rustic



life styles, rural expertise, skills & crafts of innumerable villages can be reflected through rural tourism. This also creates auxiliary jobs in villages such as cane furniture, toy making, flower decoration, local confectionaries, local transport, apparel designing , basket weaving , decoration products , jewellery , unique works , beaded works, etc. These initiatives will also assist to reduce the gap between the urban & rural areas, thereby creating

economic, social, environmental and institutional equalities. Integrating traditional technologies existing in rural areas with new global technologies can be very handy.

An attempt to identify and investigate the mechanism of rural tourism rural women entrepreneurship building needs immediate attention through key interventions as shown in this chart (1)



1. Rural tourism can be approached through economic liberalization in taxes. Granting tax exemptions in rural tourism projects empowering women participation
2. Supporting small and medium rural handicraft industries towards modernization & up gradation is also very essential as innovative technology can attract youth & foreign tourists
3. Assisting villages with network formation on tourist destinations & helping them to identify rural tourist destinations will have an

- affirmative impact on rural tourism promotion .
4. Providing subsidies for home stay / rural stay facilities can help the rural tourists to recreate great tourist experiences.
5. Monitoring thorough ombudsman in prospective tourist destinations & Supporting through micro finance / short term loans will help the rural tourist entrepreneurship
6. Financial inclusion polices through banks / cooperative societies , self help groups will





have a supportive impact on rural tourism entrepreneurship

7. Channelizing into farm product up gradation & marketing through skilled manpower resourcing at village level
8. Creating a cooperative management areas for women through rural tourism will help women & children towards finding tourism related livelihood.
9. stepping up rural development and entrepreneurship expansion through competency building among women & community in particular will help the rural entrepreneurship intervention polices.

### Role of higher education

Higher education sector can help the promotion of rural tourism entrepreneurship with short term & long term courses in tourism & hospitality sector. The Higher education Institutions can support

1. Mutual support in running short term academic courses on rural tourism promotion
2. Mutual exchange of faculty / students/ staff from urban colleges to rural colleges on rural tourism
3. Mutual support in research based activities /study tours on rural tourism
4. Mutual exchange of academic resources / information

### Considerations

Thus there is a need to fund update research work on impact & challenges of rural entrepreneurship on promotion of rural tourism. These researches should help in hypothesizing on the inter linkage of the economic and political priorities providing leads for further researches and approaches to the study of rural entrepreneurship building for promotion of tourism . The research findings need to assist in pronouncement of answer to key issues on restructuring of Indian economy through rural entrepreneurship competency building. The research should be published to help administrators to plan strategies towards organizing capacity building trainings for rural entrepreneurs

**Conclusion :** thus the rural tourism entrepreneurship is supporting the rural livelihood means on an increasing scale. There are several avenues to increase the sector' s performances through policy interventions. The Government of India is harnessing public private joint ventures in tourism sector which is a welcome sign. But the industry faces several challenges. Rural Tourism growth potential can be harnessed as a strategy for promotion of rural sustainability & rural women empowerment. This is an emerging sector with enormous potential for the balanced economic



growth. & policy intervention is required to strengthen the sector. The village life of the Indian rural side is a completely versatile world it has a special rustic feature , this specialty of rustics have to be exhibited through good policies which is the need of the hour.

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## The Digital Divide – The Impact of Social Media on Rural tourism – a sociological approach

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**Abstract:** Digital technologies include mobile applications use & cloud computing usage. These days these digital usages have emerged as catalysts for rapid economic growth. This has become a good intermediate of citizen empowerment as well. All types of digital usages are on high. They are increasingly used by all people whether rural urban. Digital usage reports point out that India ranks in third position in internet usage which amounts to nearly 20% of the total population using social media.

**Key words:** digital usage, rural India impact of social media, changing social ties, impact on rural society

**Introduction:** A report on internet usage in India reports that India ranks in third position in internet usage which amounts to nearly 20% of the total population. IAMI report that 25 million people in rural India are using social media like face book & twitter & their link to internet usage & social media is ever increasing. The increasing information resources are supportive this digital usage. This has helped the creation of a digital rural India. Internet is used for

1. Downloading
2. E-banking
3. E-commerce
4. E-mailing
5. Gaming
6. News /information on politics
7. Social networking
8. Viewing movies
9. Viewing songs
10. Viewing tourist information

### 11. Viewing videos

The internet segment in rural India is divided as unemployed, farm owners, students, laborers, self business people & service workers & small traders. Now the rural Indians are aware that information resources are at their service, free of cost or at very less cost, in front of them, all the time.

**Towards a Digital revolution-** even though there is a huge rise in digital literacy there are lop sided expansion in urban –rural levels. In rural India only 12 % of the rural population use Internet which as compared to urban India is very less. Of the 350 million, the IAMI reported that 60 percent accessed the internet through mobile phones. According to the report done in collaboration with KPMG, India is projected to have 236 million mobile



internet users by 2016. The number might reach 314 million by 2017.

sl. no.	Digital literacy details	rural population	urban population
1	Computer knowledge	18%	49.8%
2	Internet connectivity	16%	69.7%
3	Computers	6%	29.2%

Source : NSSO reports 2014-2015

All India digital expansion 2014 -15 was

Daily internet users	61%
Accessing internet several times a day	18%
Once a day	10%
All week day users	33%

Source : India TV Data .Com 2014

Both rural and urban women represent a very small portion of India's internet users. For example, less than 16 percent of women between the ages of 20-29 use Facebook. The numbers are particularly shocking when compared to the 51 percent of men that access the social network.

### **Affirmative impact of social media**

The increasing number of social media has helped the rural population

1. to enhance their conversation skills,
2. enhance exchange of news & views,
3. enhancing their interpretation levels.

4. This has directly influenced their awareness knowledge & information needs .
5. Rural forums are formed among youth which showcases their interest in community involvement & awareness levels. peer to peer conversation has also increased. Now social media has been used to discuss crash of agricultural prices of ginger to growing demand for betelnut in local markets.
6. It is always seen the social media is a ground for exchanging hate speech & dreadful propaganda . It is simply chit chat gossip based hype created sometimes it misleads the public on a large scale , it spread wrong messages. incites aggressiveness, sometimes calls for violence , it opens



innumerable opportunities for sexual abuse & illegal sexual activity

Indian digital divide are being affected with .

1. infrastructural barriers in Tele-communication sector
2. reliable band width for internet connectivity
- digital literacy skill barriers

Infrastructural barriers: India still lacks a robust telecommunication infrastructure with sufficient reliable bandwidth for Internet connection  
 Literacy and skill barriers: Education in information literacy will play an important role in keeping the society from fragmenting into a population of information haves and have-nots. The lack of skill in using computer and communication technology also prevents people from accessing digital information. Economic barriers: Poor access to computer and communication technology also causes a digital divide. In India the ability to purchase or rent the tool for access to digital information is less among the masses.

Content barriers: To solve the digital divide, steps should be taken by the government to ensure that all citizens are able to receive diverse content relevant to their lives as well as to produce their own content for their communities and for the Internet.  
 Language barriers: Having a multicultural and multilingual population, today a large percentage of information content on the

Internet is in English, which is a barrier for the people whose primary language is not English..

The internet barrier index shows that India is facing 40%

SI no	Country	index %
1	USA	94
2	GEMANY	93
3	JAPAN	90
4	CHAINA	61
5	SOUTH AFRICA	59
6	INDIA	40

Source - digital India quartz report 2014

A global study by McKinsey and Face book finds that India has one billion people without Internet access. A total of 4 billion people in the world don't have access to Internet—India accounts for 25% of them.

*As per the data available with the Department of Telecommunications (DoT), the mobile data usage in the country is close to 1.4 million Tera Bytes in 2015-16. It has increased by more than twice in 3 years from 2013-14 to 2015-16.*

**Negative impact on rural society-** the usage of internet & social media has negatively influenced the rural society.

1. There are uneven using of social media. Instead of social media assisting youth in the improvement of English language



content & usage. The social media gave opened ways for shortcut messaging & using of abbreviations in text sending.

sl no	usage in million Terra Bytes	year
1	0.27	2013
2	0.75	2014
3	2.01	2015
4	4.21	2016

Source : IAMAI report 2015

It is estimated that by 2020, about 315 million Indians living in rural areas will be connected to the Internet, compared to around 120 million at present. That's about 36% of the country's total online population. By 2020, this share of rural India will jump to 48%, creating a huge opportunity for brands and marketers in places where establishing a physical presence is still a challenge, according to a study by the Boston Consulting Group (BCG) titled 'The Rising Connected Consumer in Rural India'. At present, the study noted, rural Indians use the Internet mainly for social network websites ( around 70% of the Internet users living in rural areas) such as Face book, and for emailing. About 15% of rural consumers use the Internet to research products, purchase a product, or register satisfaction or dissatisfaction with a product after the purchase is made, compared with 30% of urban consumers. "The amount of actual online commerce in rural India is still small, but it is picking up. From 2015

to 2016, the penetration of online purchasing in these areas doubled from 4% to 8% it has opened the door for unchecked sexual video viewing

1. Rural youth are becoming susceptible victims of sexual video viewing
2. the youth have falsifying identities for their mails& usage applications.
3. Cyber bullying which was seen only with urban youth so far has been becoming a popular vice even in rural India
4. hacking of personal information is also reported
5. cyber crimes are being reported
6. internet technologies are often misused
7. lack of complete & perfect knowledge about mobile te4chnologies has lead the rural youth to misuse & mis- operate mobile applications.
8. The social degradation is often reported & the increase in love affairs, eloping , absconding , cold blooded murders, are on the increase.

### Conclusion

Language barriers, illiteracy and poor infrastructure for electricity, connectivity and telephony, in addition to the high cost of instruments and telecommunication services have widened the digital divide for decades. Both public and private sectors working to eliminate these barriers by making mobile communication affordable and



accessible contributed to this 100% growth rate. Still, 25 million is only a fraction of India's rural population. This development has to be sustained to ensure long lasting progress and bridge the social and political gap created by the digital divide

Comparatively, urban India showed a growth of 35 percent with the total number of users at 118 million as on April 2015. This report definitely signals great progress in rural India. However, like the urban-rural social divide in the country, India has also been experiencing a gap in urban-rural digital divide for the last two decades. Here's how the IAMAI-IMRB findings reflect the digital divide.

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## Managing rural community Sustainability through Tourism Entrepreneurship

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**Abstract:** One of the most imperative solutions for sustainable rural advancement is the promotion of rural entrepreneurship. In India, rural entrepreneurship is particularly crucial to the growth of GDP & national development. Rural Tourism Entrepreneurship has been cited as the major force of community empowerment following economic liberalization policies. The interlinking of economic change, human resource management, innovation and production services can be best managed through promotion of tourism entrepreneurship. By creating the environment for training rural entrepreneurs in rural tourism entrepreneurship, India can promote rural empowerment & rural sustainability. India is racing towards becoming a global economic power & rural Entrepreneurship has emerged as a strategy in amplifying this growth. The Rural Tourism growth potential can be harnessed as a strategy for promotion of rural sustainability & rural women empowerment as well. This is an emerging sector with enormous potential for the balanced economic growth.

**Key words :** Tourism sector , Sustainability Tourism Entrepreneurship ,careers for commerce graduates

### Introduction

Rural Tourism Entrepreneurship has been cited as the major force of women empowerment economic change, human resource management, innovation and production services. By creating the environment for training rural women entrepreneurs in rural tourism entrepreneurship, India can promote rural women empowerment & rural sustainability. Entrepreneurship building through encouraging rural community specially women towards active participation in promotion of rural

tourism can bring about an economic alteration in the rural areas.

Indian tourism entrepreneurship building has following objectives

1. Strengthening rural community
2. Diversifying rural economic base
3. Stabilizing agriculture sector towards sustainability
4. Protecting open spaces & rural landscapes
5. Projecting unique rustic culture
6. Linking human resources towards current travel sector





A new generation of rural tourism entrepreneurs can be developed providing an answer to problems of rural unemployment & rural poverty. Varied colors of rustic life styles, rural expertise, skills & crafts of innumerable villages can be reflected through rural tourism. This also creates auxiliary jobs in villages such as cane furniture making , toy making, flower decoration , local confectionaries, local transport, apparel designing , basket weaving , decoration products , jewellery , unique works , beaded works, plantations & nurseries products, hand woven cloths, utensils, recycled artificial jewellery, agro seeds trading, health care products, etc. These initiatives will also assist to reduce the economic fissure between the urban & rural areas, thereby creating economic, social, environmental and institutional equalities. Integrating traditional technologies existing in rural areas with new global technologies can be very handy. These initiatives will also assist to reduce the economic fissure between the urban & rural areas, thereby creating economic, social, environmental and institutional equalities. Integrating traditional technologies existing in rural areas with new global technologies can be very hand

Rural tourism entrepreneurship can compose

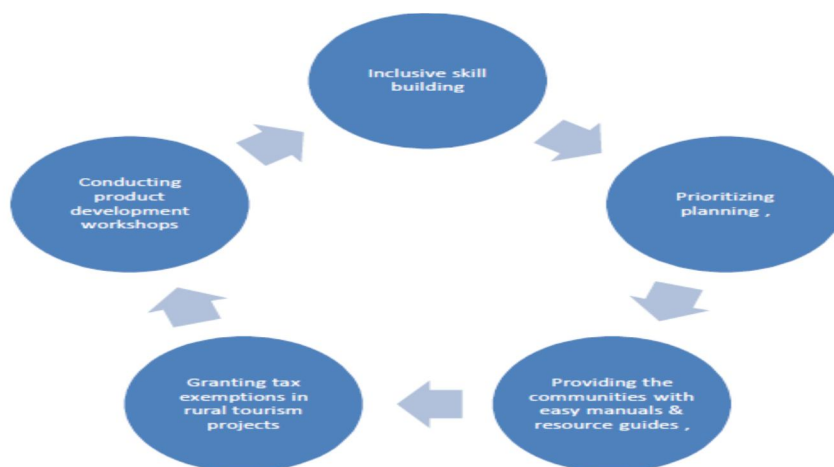
1. Community leaders,
2. Tourism entrepreneurs,
3. Tour operators,
4. Lodging property owners,
5. Outdoor recreation enthusiasts,
6. Restaurateurs

### Implications of rural tourism-

There are several channels which creates tourists to take up nourishing tour in rural side.

1. Animal & livestock management
2. Crop pattern
3. Environment protection
4. Food & nutrition
5. Local art
6. Local fairs & festivities
7. Local history
8. Local social norms
9. Marketing
10. Natural resources management
11. Plantation prototypes
12. Rural community development.
13. Trade relations

An attempt to identify and investigate the mechanism of rural tourism through rural entrepreneurship building needs immediate attention through



**Strategies to rural entrepreneurship building-** As shown in this table(1) , rural tourism can include entrepreneurship building in :

1.	empowering community especially women	through community participation
2	Supporting small and medium rural handicraft industries	for modernization & up gradation
3	short term & easy loans for rural entrepreneurs	through inclusive banking
4	augmenting local resources	through home stays / local resident amenities
5	locating in prospective tourist destinations	through proper planning

- Assisting villages with network formation on tourist destinations is a key issue in modernizing rural tourism projects.
- Empowering community especially women participation in rural tourism projects
- Generating avenues for locating in prospective tourist destinations can be handled by these local governing institutions.
- Local self governing institutions can be authorized to monitor governance aspects of tourism
- linked institutions thorough ombudsman. This will generate local leadership & stakeholdership.
- Providing subsidies for home stay / rural stay facilities with supportive local resources is also necessary.
- Supporting rural entrepreneurs through micro finance / short term loans in managing & maintaining tourism destinations can become helpful for women.



- This also answers the women empowerment related issues.
7. Supporting small and medium rural handicraft industries for modernization & up gradation through short term & easy loans can act as a bridge for rural entrepreneurs to focus on attracting tourists..
  8. Financial inclusion through banks / cooperative societies , self help groups targeting rural women will help the prospective growth of tourism.
  9. Channelizing into hi tech agro processing , farm product up gradation & farm product marketing through skilled manpower resourcing at village level will support in augmenting tourism .
  10. Creating a cooperative management areas for women through rural tourism development projects & involving community as a whole in developing tourist destinations is also very crucial to development of rural tourism.
  11. Stepping up rural development and entrepreneurship expansion through competency building among community members is essential.

### **Research needs in rural entrepreneurship**

1. There is a necessity to fund research work on impact & challenges of rural entrepreneurship on promotion of rural tourism because the

- rural economy can be made to focus on sustainable living through tourism.
2. policy formulators need to prioritize the inter linkage of the economic and political priorities & make the rural sector prepared to augment local resources towards creation of rural tour destinations.
3. There is a necessity of answer to key issues on restructuring of Indian economy through rural entrepreneurship & competency building through research funding.
4. there is a need to polity & economy , towards planning strategies towards organizing capacity building trainings for rural entrepreneurs .
5. There is a need to public private partnerships in promotion of small entrepreneurship building in rural tourism.

every Indian village is a cultural destination Each small village is a store house of cultural traditions & moral values . The ambitions of the travelers who demand authentic tourism experience want to mingle with the locals cleanliness, good maintenance , good ambience, etc will attract new tourists every year. The tourists need good authentic tourist experiences & this can be made possible through creative policy intervention & community entrepreneurship. This will help local business to thrive &



organizations to develop new tourism products which are marker specific & Individual tourist specific. The fact that rural tourism supports economies protects & enhances local resources foster community pride it self will make wonders.

A key issue in modernizing rural tourism projects assisting villages with network formation on tourist destinations with empowering community participation in rural tourism projects . A public private entrepreneurship in generating avenues for locating in prospective tourist destinations can be handled by these local governing institutions can be made a virtual possibility with key initiatives of empowering local self institutions. Local self governing institutions can be authorized to monitor governance aspects of tourism linked institutions thorough ombudsman. This will generate local leadership & stakeholdership besides it lends local people to know the prospective elements in tourism managements. This will create support in the local community to create two-way management areas through rural tourism development projects. The total involving community process as a whole in developing tourist destinations is also very crucial to development of rural tourism. Stepping up rural development and entrepreneurship expansion through competency building among community members is thus the need of the hour.

**Conclusion-** Thus there is a need to hypothesizing on the inter linkage of the economic and political priorities providing leads for further researches and approaches to the study of rural entrepreneurship building for promotion of tourism entrepreneurship. This will augment the developmental process & assist in pronouncement of answer to key issues on restructuring of Indian economy through rural entrepreneurship competency building. There is a necessity to fund greater research which would help administrators to plan strategies towards organizing capacity building trainings for rural entrepreneurs. The examples of countries across the who have ventured to tackle the challenges of rural entrepreneurship on promotion of rural tourism can become a learning point in prioritizing rural entrepreneurship building.

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## Heritage conservation – Community involvement & Challenges of inclusive initiatives

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**Abstract:** Heritage conservation protection of cultural heritage including art works, architecture .archeology .museum collections & such other heritage artifacts. It is not just art conservation it is involving protection & care of art work architecture work sculpture murals etc it is another term for cultural messenger stewardship. Conservation of cultural heritage involves protection & restoration of historical building monuments, sites etc. It involves a long process where in the process of collection, care & management are inter linked. The Heritage conservation is being part of Nation's cultural heritage as it influences the perceptions of historical objectivity & influences the public to know the historical perceptions in objective manner. A country's heritage has to be conserved .The heritage conservation is the responsibility of not only a heritage conservator but the whole community has a responsibility in its preservation. The community has to involve in the conservation work & advice the conservator to work in integrated manner. This paper examines the key imperatives behind heritage conservation.

**Key words:** Heritage conservation , community involvement, challenges Inter disciplinary relevance

**Introduction-**The protection of cultural heritage including art works, architecture .archeology .museum collections & such other heritage artifacts is termed as heritage conservation.

### Objectives of heritage conservation

Heritage conservation needs to be a subject of curriculum at higher education level. There are several objectives for heritage conservation which includes

1. **Protecting cultural heritage from depletion & loss** – This includes the objective of

protecting the cultural heritage from sunlight , excessive heat, rains, humidity , temperature etc .Indian environment has many natural changes & historical monuments suffer depletion & destruction due to manual mishandling & nature's fury.

2. **Mitigating the causes of deterioration.** The objective of the heritage conservation is to justify the causes of deterioration & make the public know the factors leading to deterioration & the need for undertaking restoration work.



3. **Enhancing visibility** - Enhancing visibility conditions of historical artifacts which are decaying is another important objective of heritage conservation

4. **Influencing the perceptions of historical objectivity & perceptions** - Influencing the perceptions of historical objectivity & perceptions is necessary as the public has to know the historical objectivity & perceptions.

5. **Conserving the country's heritage to posterity**- is needed because the country's heritage has to be conserved. These days there are frequent attacks on heritage artifacts, communal attacks on religious places,

6. **Unveiling new technological intervention in conservation**- is needed because the technological intervention in conservation has been experimented successfully in western countries.

7. **Enriching archeological bases of historical knowledge**- The nation's younger generation has to know the bases of country's struggle, its historical legacy, its march towards modernity & the process of nation making. These awareness can be provided to public through archaeological involvement.

8. **Rescuing the historical repositories** - Ancient and historical masterpieces are often

exposed to the potential harmful effects of a changing environment or inappropriate restoration and handling.

**The heritage conservation process** -The heritage conservation process involves several phases of conserving-

1. Tracking of old rare & un preserved monuments & historical documents
2. Examination of monuments & historical documents in multi disciplinary approach
3. Documentation monuments restoration process of historical documents
4. Exhibition of restored monuments & historical documents
5. Storage of historical works
6. preventative conservation
7. restoration

Heritage conservation is not just art conservation it is involving protection & care of art work architecture work sculpture murals etc it is another term for cultural messenger stewardship.

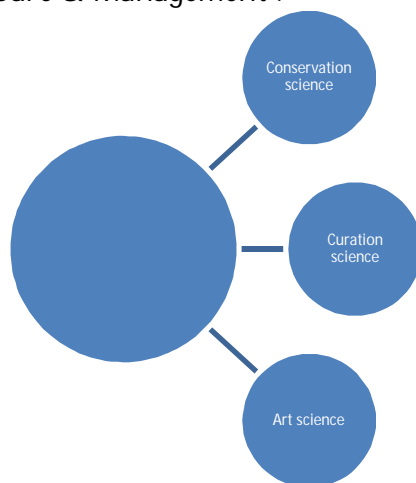
**The process of heritage conservation**

The process of heritage conservation includes As shown in this chart (1)



1	Preventive conservation,
2	Conservation examination
3	Conservation documentations
4	Conservation research
5	Conservation treatment
6	Conservation education.

Heritage conservation is a multi-disciplinary subject with multi disciplinary approach as it links multi disciplinary strategies. Conservation of cultural heritage involves protection & restoration of historical building monuments, historical sites etc. It involves the process of Collection Care & Management .



**Types of heritage conservation –** there are two types of heritage conservation

1. conservation through preventive intervention
2. conservation through remedial intervention

Conservation process needs to embrace technological inputs for studying displaying & acquainting historical knowledge to the public. The community has to know the process involved in conservation

1. Structural stabilization
2. Reconstruction
3. Reburial

4. Protective shelters
  5. Re-fabrication
- seeks to maintain and thereby increase the value of buildings by keeping their original built form and architectural elements, favouring their restoration rather than replacement when restoration is impossible, recreating scale, period and character.





### Heritage conservation ethics-

Conservation of cultural heritage applies simple ethical guidelines:

- Minimal intervention;
- Appropriate materials and reversible methods;
- Full documentation of all work undertaken.

### Challenges of heritage

**conservation-** Even though heritage conservation is considered ethics responsibility. It is full of challenges such as

1. There is a need to compromise in heritage conservation. The monuments or documents sometimes are so deteriorated that bringing in originality is a challenge for conservators. Hence heritage conservators often need to compromise. Thus a heritage conservator has the challenge of preserving the heritage with minimum intervention.
2. A heritage conservator is often advised not to interfere with the original appearance, original design, changing original material properties, changing the colors, or using modern looks. He should have the ability to continue with the heritage prospects keeping in mind the community's stakeholders.
3. A heritage conservator has to rethink about the change of prospects made in the original artifacts such as either the

building or the monuments restored will be open for public, limited only for foreign tourists.etc.

4. Besides he has to foresee the future treatment & future restoration techniques.
5. The monument or the document he conserves should lead his future generation. The techniques has to be made known. The technology used for conserving has to be preserved in office or museum. The whole process of conservation has to be video filmed & preserved innovatively.

### The role of Community stake holders

– The heritage conservation is the responsibility of not only a heritage conservator but the whole community has a responsibility in its preservation. The community has to involve in the conservation work & advice the heritage conservator to work in an integrated manner. The community has several complaints about heritage sites such as

- 1. poor management of historical monuments
- 2. unacquainted of historical knowledge
- 3. deprived knowledge
- 4. weak governmental control
- 5. weak community stakeholdership
- 6. meager youth involvement

The heritage conservation also adds to benefits to community such as



1. Heritage conservation supports tourism prospects of a nation . The heritage conservation attracts tourists both indigenous & foreign.
2. Leads to income generation for local people through tourism relation operations.
3. Enhances career prospects in conservation .Youth can pursue courses relating to conservations.
4. Supports national vision – youth are stimulated to understand the nation’s historical past & are envisioned towards following the nation legacy. They may deter away from destroying it sp or avoid n spoiling it & consider it as a national property. This awareness helps a nation to uphold cultural identity
7. This awareness supports unity among people & Showcases cultural ethics to global heritage lovers.
8. Heritage Conservation provides concrete benefits to property owners, to businesses and to the community as a whole.
9. Heritage preservation and designation increases property values, both of the restored building and surrounding properties.
10. Heritage preservation can be a draw to tourism and helps businesses attract customers.
11. Communities, Retaining the historic integrity of a neighbourhood or downtown attracts people just for that ambiance alone and that attracts business.
12. Restoration keeps money within the community, by requiring fewer materials from outside and more labour-intensive work by local trades. With the right programs in place, businesses and building owners can take advantage of government programs and incentives to maintain and restore heritage buildings.
13. Restoration reduces construction and demolition waste and uses less than half the energy of new construction.
14. Heritage preservation is an investment in our community that rewards citizen’s today and leaves an invaluable resource for future generations.

**Conclusion:** Thus heritage conservation needs to be highlighted in the light of becoming aware of the historical past. Heritage conservation is necessary to restore cultural identities & to make the present generation aware of the historical situations. Conservation process needs to embrace technological inputs for studying displaying & acquainting historical knowledge to the public. The community has to know the process involved in conservation. There is a need of bringing about universal understanding on this issue of conservation .Such efforts will have greater impact on policy maker s, research academicians as the whole country awakens to the knowledge of cultural conservation.

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## Understanding Conservation Challenges - English Literature Manuscripts

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**Abstract:** In ancient times people could not find anything to preserve their writings except rocks, pots and palm leaves. But these things are fragile and delicate. Preserving those manuscripts is not an easy task yet there is need to preserve them for posterity. Knowledge of past is very essential for the development of the present and future. The manuscripts of literature contain the life of by-gone generations so their life is understood by their writing on leaves pots and rocks. Without their writings we cannot understand their life. Because of this reasons, literary manuscripts should be saved as they are vital record life. We need the knowledge of past in order to improve the knowledge of present. Lack of awareness and precaution to preserve the writings in olden days many great works are lost.

**Key words:** Knowledge, Preserve, Writings, Literature.

### Narration

Importance of preserving literary manuscripts is very challenging task since they are fragile. Literary manuscripts are unique as they preserve the life of by-gone generations and become the exclusive source for researchers. Some of the literary manuscripts are preserved and printed because of their permanent value. And some of them are not yet printed and preserved as the preservers cannot find their significance for the posterity at the time of preserving. Literary manuscripts are explored in order to understand the historical and cultural heritage of past. Most of the literature has been documented in manuscripts so they are available to researchers.

Most of the manuscripts which are essential for the study of literature and have literary significance are not preserved whereas some insignificant manuscripts are preserved. In those days, used paper became a marketable commodity and used for variety of proposes. Survival of incidence in case of literature is much lower than historical documents. Because literature deals directly with the inner world of human life, it expresses the feelings, thoughts and emotions which are not recorded as any other events. So manuscripts play a very crucial role it understanding and interpreting the thoughts and feeling of the previous generations.

Many literary works are lost as of carelessness. For instance, Byron has given the manuscript of his personal memoirs to John Murray to publish.



But they are burnt as the scandalous details would damage his reputation. Since the loss of this work, we don't know what it contained. If they preserved they would have provided valuable information on his poetry. When Hemingway's wife Hadley's luggage was stolen, in it there was a novel about his experiences in first world war was lost. Sylvia Plath's "Double Exposure or Double Take" it was an unfinished novel lost sometime around 1970. Sophocles had written nearly two hundred plays unfortunately seven plays are survived. One third of Aristotle's work survives today.

Significance of autographs should not be denied in identifying individual author's manuscripts because they can be recognized through their autographs. But most of the autographs are not preserved since the importance of autographs is not estimated at that time. Things required may be lost through negligence, accident or decay. Nowadays we would attach great importance to manuscripts and autographs but wherein men of ancient times recognized no worth either as literature or as relics. Author's original manuscript possesses immense value than the printed manuscripts. Shaila M. Abdullah says "How do you end a story that's not yours? Add another sentence where there is a pause? Infiltrate the story with a comma when really there should have been a period? Punctuate with an exclamation point where a period

would have sufficed? What if you kill something breathing and breathe life into something the author wanted to eliminate? How do you get inside the mind of a person who isn't there? Fill the shoes of someone who will never again fill his own?" This quotation demonstrates the problem which is faced by most of the researchers.

Shakespeare's plays have not survived in his autograph and it is true in the case of his contemporaries like Greene, Jonson, Chapman, Heywood, Marston, Webster, Fletcher, or Ford. Philip Massinger's play "Believe as You List" has preserved in the British Museum in the autograph manuscripts. A single leaf from the manuscript of Marlow's "Massacre at Paris" may be in his autograph though it is not enough to prove the specimen of his handwriting. Manuscripts of the earliest poem in English "Beowulf" was written among the Anglo-Saxons between 5th and 11th centuries is preserved in London Museum.

In those days, Plays were not regarded as literature but as medium of entertainment. Shakespeare wrote effectively 400 years ago; however there are no copies of any original poem, play, and sonnet. Even the dramatists have not taken any steps to print them immortally. Only half of Shakespeare's plays were printed in his lifetime. There was no demand for the author's original manuscript of plays then, on one occasion Shakespeare's original manuscript of "Hamlet" was available in print but they could not attract the readers. It



may be the reason for dramatists' negligence to preserve their plays.

The inclination to preserve the manuscripts depends on personal interests. However, the personal interest differs from one person to other on various reasons. Most of the collectors begin to collect manuscripts of their favorite author as they are attracted by the genius of them. Some are very enthusiastic to collect the literature of universal interest. Anyway it purely depends on taste and temper of an individual. The important question is "How are they helpful in literary as well as cultural point of view?" It is true, signatures of authors from their letters or complete letters cannot provide long-lasting pleasure to the lover of literature. Therefore, the great demand of posterity is for the preserved literature of continuing value rather than trivial gossip about authors. Unfortunately, those they need cannot be protected and preserved.

The role of the collector is precious, he may preserve them according to his own taste and temperament however preserved manuscripts are very significant for the student of literature. The manuscripts of poets can be survived in drafts or in a few working sheets, provide opportunities for collecting them. The current tendency is for drafts and working sheets of poets which reveal the artistic development, even though there is a demand for the poet's final version. Autograph manuscripts, which are

not printed, can put forward the opportunity of great discoveries to the collector.

A manuscript of Philip Sidney's poem, on the flyleaf of a book and a manuscript of John Donne's poem and in recent times, poems by Byron and Shelley were discovered. Together with this, the original manuscript of Keats' poem "Ode to a Nightingale" was discovered by his friend Armitage Brown among the scraps on his shelves. In order to understand these poets, discovered manuscripts become supplemental and fundamental documents to the readers and also enable them to find again what is vital in their poems.

Autograph letters can express the personality of author more acutely than their literary works and also provide personal information about writers. Furthermore, they are the best examples of their literary works. Therefore, they can be studied as supplementary to the study of literature. If the letter is personal or impersonal, it will exhibit authors' art and genius effectively. Usually, they are forced to express their thoughts in a very little space which urges them to produce the effective thoughts. For this reason, autograph letters should be preserved and protected. We can appropriately exemplify the letter of George Eliot which appears to be personal in spite of that it can be studied as impersonal.

"We women are always in danger of living too exclusively in the affections, & though our affections are perhaps



the best gifts we have, we ought also to have our share of the more independent life, some joy in things for their own sake...surely women need this sort of defense against passionate affliction even more than men...I do not believe there is any consolation. The word seems to me to be the drapery for falsities. Sorrow must be sorrow, ill must be ill, till duty & love towards all who remain recover their rightful predominance..." This instance will emphasize the significance of preserving autograph letters.

Samuel Johnson says " A man's letters is only the mirror of his heart. Whatever passes within him is there shown undisguised in its natural progress; nothing is invented, nothing distorted; you see systems in their elements, you discover actions in their motives. Is it not my soul laid open before you in these veracious pages? Do you not see me reduced to first principles? This is the pleasure of corresponding with a friend, where doubt and distrust have no place, and everything is said as it is thought." In praise of letters, letters are considered as the mirror of heart. For this reason, a reader can find the opportunity in their letters to explore the undisguised feelings of an author and can study the personality more intimately than any other works of them.

But the collector ought to be careful in dealing with the forged betters sometimes clever is deceived. Unless the readers are careful

enough, they have to learn their mistakes. Handwriting of some of the authors has been forged are Charles Dickens, Sir Walter Scott, Edward Lear, Charlotte Bronte, Oliver Goldsmith, Tennyson, Ben Johnson, Samuel Johnson, Thackeray, Oscar Wilde, Shaw, Rudyard Kipling, Mrs. Gaskell, William Blake, Elizabeth Barrett Browning, Coleridge, and Maria Edgworth.

**Conclusion:** Loss of literary works is a tremendous loss for the researcher and future generation readers . Preserving the works of great authors will provide lot of information about their works & tactics of writing . If the lost work are saved, surely they provide knowledge for the readers and researchers in a literature. Hence preserving manuscripts is most valuable work.

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