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## ***Editorial .....***

Integrate and harmonize the intellectuals concerning various disciplines is a great task in the dynamic world. Meanwhile, International Journal of Academic Research - A Common Platform of Voice of Intellectuals as Change Agents for better Society' has been taking care towards the stare with the well acknowledged advisory and editorial committee speaks of strong backbone and its conscious action to deliver the best to the society, state, nation and the world by its unique features covering the areas of Social Science, Humanities and Technology. To add to this thought and idea, with the contributors from various university Professors and institutions of national and international importance, IJAR establish its credibility with the continuous effort to deliver the qualitative aspect of International repute.

IJAR enriches the world by adding the committed dynamic researchers and wish to utmost cooperation from the readers and intellectuals of institutions, universities, colleges etc. in improve the journal. IJAR believes that the present Issue enriches the aim of the journal. IJAR is conveying special thanks and congratulations to the participants with their valuable writings.

This volume is the glimpses of voice of authors that are enthusiastically associated with various issues. The present issue is really useful to reference for multi-dimensional aspects. I am grateful to the paper writers for their valuable contributions on different dimensions of disciples.

  
**Editor-in-Chief**



## Assessing the Perception and Practice of Cooperative Learning of English Language and Literature Regular Students at Kebri Dehar University

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### Abstract

This research study was conducted on the assessing the perception and practice of cooperative learning in Kebri Dehar University English Language and Literature regular students. The study used a mixed method that involves quantitative and qualitative methods. Questionnaire, interview and document review were used to gather the necessary data for the study. The researcher used a lottery method technique for students and purposive sampling technique for instructors. In order to collect relevant data, questionnaire, and interview and classroom observation were used by researcher. The collected data through those instruments was analyzed and interpreted by qualitative and quantitative data analysis methods. From this study the researcher points out the following results. Lack of enough practicing and lack of department encouragements. Therefore, necessary recommendation is given to solve these problems. That is students should exercise and practice in group in English anywhere, departments should encourage them to develop their English language skills and students always practice and give positive attitude to group learning in English language classroom.

**Key Words:** Cooperative learning, perception, group discussion

### INTRODUCTION

The application of cooperative learning to classroom teaching finds its roots in the 1970s when Israel and United began to design and study cooperative learning models for class room context (Kessler 1992) Now one-to-five cooperative learning is applied in almost all school context, and acceptance is increasing worldwide. Cooperative learning is an educational approach which aims to organize classroom activities into academic and social learning

experiences. cooperative learning has also been found to enhance social and intellectual development (burto.1987 :) and help students build interpersonal skills while promoting a sense of achievement, productive and psychological well-being (Nilsson 1987). Slavin (1996:) describes cooperative learning as a teaching method in which students work together in small groups to help one another to learning academic context. According to Ethiopian context cooperative learning is a technique that allows students to learn from each other



and gain important interpersonal skills. Cooperative learning is an organized and structure way to use small groups enhances student learning and interdependence. Cooperative learning also been linked to increased levels of student's satisfaction. Cooperative learning is reflected on the development of students' intelligence and non\_intelligence. It requires students to learn to work together, which is an important skill for their future. Cooperative learning is one of main stream learning theories now a day.

Having these characteristics, when it comes to foreign language classroom, it is claiming to be an effective teaching method (Chang 1995). According to Johnson and Smith (1991), central elements of cooperative learning which are essential for language learning including positive interdependence, individual accountability, face-to-face interaction, appropriate use of collaborative skill and group processing. In general term cooperative learning can be concerned as system of concrete teaching and learning methods in which students are active agents in the processes of learning through small group structures. So that student's work together, to maximize their own and each other learning.

However, most reach finding point to the positive influence loss of group learning on academic performance, social behavior and affective development, they are difficult in many educational institutions in practicing this system of instruction method in classroom, especially in language classroom. Since group discussion is a system of concepts teaching and learning method helps students to be

participatory. There are many researchers who conduct a study about a cooperative learning. From those researcher, Slavin (1983 and 1989) conducted a research on the effectiveness of cooperative learning on elementary and and secondary schools and researches by Johnson Etal 1981) have included the effectiveness of cooperative group learning in all education levels. The current researcher discusses the limitation gaps in relation to English language. So the researcher wants to conduct this study to fill the gap regarding on assessing the perception and practices of cooperative learning in English language class

## 2. Objectives of the study

### General objective of the study

The main objective of this study was aimed to assess the perception and practice of cooperative learning of English language and literature regular students at kebri dehar university

### Specific objectives of the study

- ✓ To assess the students understanding of cooperative leaning
- ✓ To identify the learners practice of cooperative leaning in actual classroom
- ✓ To assess the attitudes of students, affect the implementation of cooperative leaning elements.

This study would be aimed to answer the following questions:

- How do English major students understand about cooperative learning?



- Do learners practice cooperative learning in actual classroom?
- How does the attitude of students affect the implementation of cooperative learning element?

### 3. RESEARCH METHODOLOGY

#### 3.1. Research Design

This study employed a combination of both qualitative and quantitative methods to get relevant data relating to know the status of the actual problem in group learning in English classroom. For qualitative research in the way of interpreting word to word, and for quantitative, percentage will have employed to analyze the respondents' responses.

#### 3.2. Subject of the Study

The subject of the study was English language and literature students and selected English language and literature instructor at Kebri Dehar University.

#### 3.4 Sample and Sampling technique

To obtain reliable data about a given population, it is obvious that using the whole population is better. But to financial and time constraints, a complete coverage of the population is not an easy task. So the researcher was used a lottery sampling techniques for students and purposive sampling techniques for instructors. The total number of English language and literature department students at Kebri Dehar University was 44 in 2021. And 7 groups were present. By using a lottery method, the researcher was taking one group from each class and among 14 English language instructors

by using purposive sampling technique the researcher was took 3 instructors because the researcher believe that the are easier to obtain information.

#### 3.5 Data Sources

Researcher used primary data sources to collect the data. A primary data source is an original data source which is one in that the data are collected firsthand by the researcher for a specific research purpose. In a primary data, researcher collect information directly from the participant for the specific purpose of their study. Therefore, the present researcher used primary data source to collect relevant information directly from the participant through questionnaires, interviews, and also researcher used document review to gather additional information from writing instructors who have students' written document on writing task like assignment, test, quiz and final exam.

#### 3.4. Data Gathering Methods

The three data gathering tools such as: questionnaires, observation and interview were used to gather relevant data.

#### 3.5. Survey

The data was gathered by using questionnaires for English language and literature students. It was contained close ended type of questions. The researcher was prepared close ended questions to get clear answers from the respondents.

#### 3.5.1. Questionnaires

It helped to gather amount of data and within a short period of time. It offers greater anonymity. The researcher used





close ended questions to get full information from the participants of the study.

**3.5.2. Observation**

As a technique it has directness advantage and used to getting real information

**3.5.3. Interview**

It has high validity helps to clarify complex questions and it is easy to record interview. In addition to these, it is suitable to get direct and it original answer for the provided questions. The researcher used semi structure (structure and unstructured) interview, it was better and used for instructors.

**3.6. Data Collection Procedures**

First the questionnaires were administered for students in their in normal classroom. The reason for the researcher used questionnaire first is because the researcher expected that administering questionnaire before observation would help to identify the perception and practice of respondents regarding cooperative learning.

In addition to these, classroom observation was conducted to check the data gathered through questionnaires is reflect or not. Finally, the interview conducted with teachers regarding on the practice of cooperative learning as well as perception of their learners towards this approach.

**3.7. Methods of Data Analysis**

After gathering the required data, the researcher organized the data and analyzed by using different kinds of analysis methods based on the gathered information. Both qualitative and quantitative data analysis was employed for this study.

**4. DATA ANALYSIS AND INTERPRETATION**

This chapter deals with data analysis and interpretation which was collected through questionnaires observation and interview. The data were canalized and interpreted in table form both frequency and percentage.

**Analysis of students close ended questions**

**Table 1: Students participate in cooperative learning in English classroom**

NO	Item	Alternative	No of Respondent	Percentage
1	Have you every participate in cooperative learning activities as English major students to improve English language skills?	Yes	14	82.35
		No	3	17.65
		Total	17	100%

Table 1, item number 1 showed that almost 14(82.35%) of students say yes and they practice group learning inside and outside of regular classes. And also students replied that they practice group issues in any place without library they meet their members in space and other recreational program whether in cafe or other place. 3(17.65%) of students say no. They believe that group learning is for clever students and also for



the leaders. In case of this and lack of knowledge they cannot practice in cooperative learning in English classroom. It is possible to say that majority of the students participate in cooperative learning activities as English major students to improve their English language skills.

Table 2 Students have specific role in group?

No	Item	Alternative	No of Respondent	Percentage
2	Do you have a specific role in your group?	Yes	15	88.23
		No	2	11.77
		Total	17	100%

Table 2, item number 2 showed that 15(88.23%) of students said yes and 1/3 of them were group leaders 1/3 of them were writer, 1/3 of them were reporter and the remaining 2(11.77%) of students were said no, they were ordinary group members in their respective groups. Is possible to say that more than 1/3 of the students have their own roles in their respective groups.

Table 3 Typical size of group

No	Item	Alternative	No of respondent	percentage
3	What has been the typical size of your group?	2-4	–	–
		5_7	10	100%
		6_8	–	–
		Total	10	100%

Table 3, item number 3 showed that 100% of students were replied that their group size range from 5\_7, is possible to say that all group have typical size with 5\_7 including group leader

Table 4 Group learning can help to develop self-confidence?

No	Item	Alternative	No of respondent	percentage
4	Do you understand that group learning can help to develop self confidence in English language?	Yes	14	82.35
		No	3	17.65
		Total	17	100%

Table 4, item number 4 showed that 82.35% of students said yes and 17.65% of the students said that no. Based on table information is possible to say that more than 1/3 of students replied that group learning can help to develop self confidence in English language.



Table 5 Practicing Cooperative learning has benefits?

No	Item	Alternative	No of respondents	percentage
5	Do you think that practicing cooperative learning in English language has benefit for students?	Yes	12	70.59%
		No	5	29.41%
		Total	17	100%

Table 5, item number 5 showed that 70.59% of the students say that practicing cooperative learning in English language has benefits, 29.41% of students replied that it has no benefits. Based on the table information it is possible to say that more than 1/3 of the students replied that practicing cooperative learning has a benefits.

Table 6 Cooperative learning build good image in English language?

No	Item	Alternative	No of respondents	Percentage
6	Is cooperative learning build good image in English language for students?	Yes	14	82.35
		No	3	17.65
		Total	17	100%

Table 6, item number 6 showed that 82.35% of students said yes. So, cooperative learning builds good image in English language as English major students and the remaining 17.65% of students said no. It cannot build good image in English language as English major students. Is possible to infer that more than 1/3 of the students were replied that cooperative learning builds good image in English language.

The observation was conducted to all batch English language and literature students in English classroom at 2:30, 4:30 and 5:30 in the morning, on Monday,28/08/2010.The title of the lesson was sentence error: during the observation, the researcher observed every phenomenon that was actually going on in English class teaching method and learning process. In this

classroom observation, most of the students were motivated by their instructors in order to discuss in group and answer the questions. In classroom most of students were discuss in their group each other and other remaining are not discussing with other in the group. Some of the students were silent because they depend by leaders. Majority of the students showing a participation by answering question, writing, and reporting in classroom. All students are not equally participating in group learning. Instructors gave opportunity for students to practice and participate in group learning. Furthermore, the students interact face to face in group learning and most of the students has a specific role to play in group discussion except a few students.



**Analysis of Observation**

No	Item	Yes	No
1	Are students participate in group learning activities to enhance their English language skills?	2	1
2	Do English language instructors motivated students participate cooperative leaning in English classroom?	3	-
3	Do students practice cooperative learning willingly?	2	1
4	Do the students interact face to face in group learning?	2	1
5	Do every student has a specific role to play in group during discussion time?	2	1

**Analysis of instructors Interview**

Item 1: Have you ever used cooperative learning methods in your class to improve students English language skills?

Based on interview three of interviewers said yes and explained that apply cooperative learning methods in every class to encourage students in order to share their experience in doing together, the instructor allow students to sit together and make discussion for the sake of subject matter.

Item 2: What are the cooperative learning strategies to develop students English language skills?

Instructor one responded that using an appropriate group size and having a good mode of atmosphere with in a manageable arrangement of students sitting style will have a great role for the success of each group in their academic performance as well as interpersonal interaction.

Both second the third interviewees added that arranging the seat of the group: that is comfort for classroom discussion and

presentation as well as random questioning to the students and peer group discussion is a vital activity of the instructors to make students effective and active participants.

Item 3: What are the students' reactions while you use cooperative learning method? Are the they happy or not?

Both the respondent said that the majority of students were interested to learn in group learning way to help each other. These students have positive attitude towards group learning when the instructors allow them sit together and order them in particular issue. But few of students are not interested to learning in group learning way to help each other's and they believed that it waits their time and make the loaded for them.

Item 4: What are the roles of instructors to improve students' participation in cooperative learning in English class?

The first respondent said that the roles of instructors to improve student's participation in



Cooperative learning in English class giving or facilitates the group asking different questions in each group.

Both the second and the third interviewees added that arranging the seat of the group, giving them extra activities to participate in their group and helping them in making micro teaching, presenting as well as reinforce or motivates them and avoid negative comments.

Item 5: Would you have some extra comments about cooperative learning in English language classroom?

For the above item, all instructors have positive attitude to encourage their students in the way of group learning in English classroom. They have recommended that cooperative learning has great advantages to be an effective learning in English and if they have willing to learn in cooperative learning they are make their self-active.

## 5. Conclusion

Based on the data analysis made in chapter four, the following conclusion had been made. Regarding to learner's perception toward cooperative learning the data showed that students had good image over cooperative learning to improve their English language proficiency and to cooperate each other's. Even though their knowledge on cooperative learning was one part of their perceptions, as the finding indicated that the majority of students' perceived cooperative learning willingly. But a few of students 'are not participate by their interest. Regarding to learners practice on the elements' of cooperative learning in the actual classroom, the finding indicated that the magnitude of

practicing the concept of cooperative learning in classroom was to be good in every point's whether in doing assignment or discussion in group. Some of the elements of cooperative learning, such as group processing, face to face interaction were applied. That means most of the elements of group learning like group formation, individual accountability and self-confidence were applied in good way in their group activities. On the other hand, the finding of the study indicated that the positive perception of the students towards cooperative learning develops the appropriate practice of the basic elements or concept of group learning were practiced as the way they should been practiced and the practice was nearly to the theory tells as in the review of related literature are less in actual classroom. In generally majority of the students practice in one to five cooperative learning in their English classroom in good way except a few students.

## 6. Recommendation

Based on the study finding the recommendation is given as follows.

- The students should more practice cooperative learning to help each other's and to develop their English language.
- The instructors should Orient students about the concept, element and purpose of cooperative learning.
- The instructors should encourage about the benefits of using group learning methods properly.
- The department of English language and literature should implement strategies of cooperative learning to develop the awareness of students towards cooperative learning.



➤ The department should evaluate the instructors how often they use cooperative learning and teaching methods in their regular class.

➤ The students should avoid negative attitudes about cooperative learning.

➤ Instructors should follow the students while they do tasks in group.

➤ In generally, the department should give more attention over cooperative learning on evaluating the adequate practice and implementation of cooperative learning.

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## Financial Inclusion in Indian Agriculture – A Study

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### ABSTRACT:

Fiscal inclusion for comprehensive development is integral to the formative considering the majority of the countries over the past period. It has been significance for approach creators and controllers in money related segment advancement for refining access and utilization of fiscal services to accomplish total fiscal inclusion. Fiscal Inclusion has a unique significance for a rising economy as this would help in bringing the enormous area of the financially avoided portions of the economy under formal fiscal system. Fiscal inclusion is being advanced as important improvement need among the countries particularly during the past period. India has for a significant lot perceived the social and fiscal requirements for reaching fiscal inclusion and has made remarkable commitment to fiscal improvement by finding imaginative approaches to enable poor people. Financial inclusion as a concept, process and business proposition is not new for the banking sector of India and, in fact, it dates back to the phase of nationalisation of banks and even beyond. One of the objectives of nationalisation was aimed at taking banking to the masses. Social banking and financial inclusion present a significant challenge and a unique opportunity to build a broad based and stable financial system, supportive and contributing to the growth in the real sector and overall economic prosperity of the masses.

**KEY WORDS:** Financial Inclusion, Agricultural Development, Banking System, Informal Sector, Fiscal Inclusion etc.

### INTRODUCTION

Fiscal inclusion for comprehensive development is integral to the formative considering the majority of the countries over the past period. It has been significance for approach creators and controllers in money related segment advancement for refining access and utilization of fiscal services to accomplish total fiscal inclusion. Fiscal Inclusion has a unique significance for a rising economy as this would help in bringing

the enormous area of the financially avoided portions of the economy under formal fiscal system. Fiscal inclusion is being advanced as important improvement need among the countries particularly during the past period. India has for a significant lot perceived the social and fiscal requirements for reaching fiscal inclusion and has made remarkable commitment to fiscal improvement by finding imaginative approaches to enable poor people. With the entry of period the methods for



accomplishing further and supportable fiscal inclusion has moved towards creative methodologies with the acknowledgment of innovation drove items. The idea of agriculture has been changing rapidly during the last two time frames and ranchers presently need a scope of help including secondary, promoting, innovative, and business separated from a scope of financial administrations.

Agricultural development has persistently been a critical factor for comprehensiveness and on-going background prescribes that high GDP development without high farming development is probably going to prompt speeding up in cost increments in the nation, which would inadequately influence the bigger development system.

Capital is one of the important factors of production and plays a very crucial role in production especially in rural areas as most of the farmers and agriculture laborers are resource poor. Only a few of them have own capital to invest in agriculture. Most of the rural household farmers do not have adequate savings to invest in any economic activity. Therefore, the need arises to avail credit by all rural households, farmers and agricultural laborers who are starved of capital to take up an economic activity.

Since, independence many measures have been initiated by the Government of India to include the maximum involvement of all the section of society into formal financial sector but still in the rural India, the predominance of the money lenders prevails in the matter of provision of credit to the rural households especially farmers and agricultural laborers. The moneylenders are exploiting the farmers and other weaker sections of the society by charging

high rates of interest. Illiteracy and lack of awareness are the two reasons for their exclusion from the formal financial sector.

The Indian economy has achieved considerable degree of growth with the focus on sustainable development. However, to achieve higher growth and social equity there must be concerted efforts to include maximum participation from all the sections of the Society in the path of development. Who are devoid of development especially ruralites. The development objective must focus on small and marginal farmers in agriculture, landless laborers and rural artisans which form the majority of the Indian population with low per capita income and lack of means for the livelihood. The lack of awareness and financial literacy among the rural population is hindering the progress as majority of them do not have access to the formal credit. This is considered as a major issue for achieving the economic progress of the country.

Financial inclusion for inclusive growth is central to the developmental philosophy of most of the nations over the past decade. It has been a priority for policy makers and regulators in financial sector development for improving access and usage of financial services to achieve comprehensive financial inclusion. The initiatives taken towards financial inclusion can promote a more effective and efficient process to achieve significant improvement in financial inclusion, to achieve shared and sustainable development and growth. Realizing this, to promote financial inclusion it has encouraged by the growing body of country level experiences (World Bank 2002). Financial inclusion basically means, broad based growth





through participation as well as sharing the benefits from the growth process along with the under privileged and marginal segments of the economy.

Financial inclusion enhances the economic and social development of the downtrodden and vulnerable sections of the society. It helps in the empowerment of the deprived, poor and women of the society with the mission of making them self-sufficient and well informed to take better financial decisions. Financial inclusion taken in to account the participation of vulnerable group such as weaker sections of the society and low income group based on the degree of their access to financial services such as savings and payment account, credit Insurance, pensions etc.

### **FINANCIAL INCLUSION**

Financial Inclusion is the delivery of banking facilities to all people in a fair, transparent and equitable manner at an affordable cost.

The committee on Financial Inclusion (Dr. C Rangarajan Committee 2008) has defined Financial Inclusion as “the process of ensuring access to appropriate financial products and services needed by vulnerable group such as weaker section and low income group at an affordable cost in a fair and transparent manner by mainstream Institutional players.”

### **Dimensions of Financial Inclusion**

An exploration of the supply and the demand side of financial inclusion reveals that, internationally there is a wider perspective regarding the concept of financial inclusion. In India, presently, financial inclusion is confined to providing minimum access to a savings bank account to all. In fact, it is,

having minimum facilities of banking by the general public or citizens of the country. Along with this there are two extreme possibilities of access to finance. First, with the group of customers who get access to all the formal financial services and second with the group which is financially excluded and denied access to the most basic financial products. In between these two possibilities, there are customers of banks who use the banking services only for deposits and withdrawals without flexibility of access to finance. This scenario of multiple possibilities indicates that, financial inclusion is a multi-faceted concept with a number of dimensions relevant to the specific regions agenda.

### **Role of Finance in Economic Development**

In the literature on the role of finance in economic development, it is advocated that, financial development creates pro-growth conditions in an economy, through demand- supply mechanism.

In the eighteenth century, Adam Smith (1776) had expressed the view that there is a significant relationship between high density of banks in Scotland and the development of the Scottish economy.

Walter Bagehot (1873) and John Hicks (1969) argued that, financial inclusion played a determining role in industrialization of England, through capital mobilization.

Schumpeter (1912) had the view that, well functioning banking network leads to technological innovations.

In the year 1952, Joan Robinson opined that, there is a mutual relationship between ‘economic development and



demand for financial services and economic system responds positively to this change'.

Simon Kuznets (1955, 1963) and Kaldor (1966) pointed out a trade-off between growth and social justice in the early stages of development, until the benefits of growth spread throughout the economy.

In the literature of the World Bank (2005) on the modern development theory, it is stated that, 'the progression of financial access, growth, and income dynamics of different generations are closely related'.

A group social scientists (Aghion & Bolton, 1997; Aghion, Caroli & Garcia-Penalosa, 1999; Banerjee & Newman, 1993; Galor & Zeria 1993; Rajan & Zingales, 2003), argued that, given the capital market imperfection, vulnerable section households who have high marginal productivity, will have little money to invest in their education and their occupational options are limited because low initial endowments.

King and Levine (1993) pointed out that, banking access is an important incentive for technological innovation. A well developed financial system paves the way to faster and equitable growth.

An index to measure access to finance by Patrick Honohan in 2004 in 160 countries revealed that, economies with higher indices were advanced economies and societies with deeper financial system had low level of absolute poverty.

Pitt and Khandker's Grameen Bank and MFI study in Bangladesh in the

year 1998 proved a significant and positive effect of the use of credit on household expenditures; assets, labour supply, and the possibility of children attending schools.

Coleman's study on micro credit borrowers in northeast Thailand in the year 1999 proved an insignificant impact of credit on physical assets, savings, expenditure on health care, education etc.

Gine and Townsend (2004), in their study between 1976 and 1996 on Thai households reveal that, flexibility in financial access leads to an increase in access to credit services and explains the quick growth in per capita GDP in the economy.

### **Present Status of Financial Inclusion in India**

According to the 68<sup>th</sup> National Sample Survey report, Government of India, there are over 80 million poor people living in the cities and towns of India and they lack access to the most basic banking services such as savings accounts, credit, remittances and payment services, financial advisory services, etc., and they depend on the informal sector for their savings and loan requirements. The financially excluded sections comprise largely rural masses comprising of marginal farmers, landless labourers, oral lessees, self-employed and unorganized sector enterprises, urban slum dwellers, migrants, ethnic minorities and socially excluded groups, senior citizens and women.

Census data 2011, GOI, reveals that, at all India level, in general, 58.7 per cent households availed banking services. Across the states, in



Andaman and Nicobar Islands, maximum about 89.3 per cent of households were availing formal banking services, followed by Haryana with 89.1 per cent. In Nagaland, only 34.9 per cent of households had accessed the banking services. In Karnataka, the percentage of households availing banking services was above average with 61.1 per cent.

Credit Delivery and Financial Inclusion report of RBI, Government of India (2012) states, out of 199 million households in India, only 68.2 million households had access to banking services. As far as rural areas were concerned, out of 138.3 million rural households in India, only 41.6 million rural households had access to basic banking services. In respect of urban areas, only 49.52 per cent of urban households had access to banking services and only 34 per cent of the India's urban population with annual income less than 50,000 had access to banking services.

### **Financial Inclusion and the Banking System**

Financial inclusion as a concept, process and business proposition is not new for the banking sector of India and, in fact, it dates back to the phase of nationalisation of banks and even beyond. One of the objectives of nationalisation was aimed at taking banking to the masses. Financial inclusion, thus, has been and continues to be at the centre of the policy priority of the nation. With the passage of time, the means of achieving deeper and sustainable financial inclusion has shifted towards innovative methods with the adoption of technology-led products. In this changed environment, the modern banking systems become a critical

component of financial inclusion for bringing the unbanked into the formal banking channels, particularly as the nation move towards the second phase of financial inclusion that aims to cover the villages with population of less than 2000 (Khan, 2013). In India, creation of robust institutional structures and public-private partnerships through action and policy and creation of a supportive regulatory framework has been identified as key strategies for successful financial inclusion (Sakariya, 2013). While there could be barriers and limitations that cause hindrances to banks' in their efforts towards financial inclusion, there are also ameliorative steps that could be taken by banks to overcome their limitations.

### **Social Banking and Financial Inclusion**

Social banking and financial inclusion present a significant challenge and a unique opportunity to build a broad based and stable financial system, supportive and contributing to the growth in the real sector and overall economic prosperity of the masses. Any activity which is viewed by society as not being in lines with societal priorities would get eliminated in the course of time. Therefore, any business, in order to be sustainable, needs to be socially oriented. This is all the more true of banking business which, due to its financial intermediation function, has to necessarily be aligned to the developmental needs of the society that it operates in. Notwithstanding, banks being commercial organizations, must earn surplus, else they would not remain viable or be able to absorb shocks. At the same time, they must serve a social purpose; otherwise, they will become irrelevant and unsustainable.



### **Financial Inclusion in the Indian Agriculture Sector**

Agriculture is regarded as a risky enterprise in India and the development of agriculture continues to remain critical for India's sustainable and equitable growth. The nature of agriculture has been changing rapidly during the last two decades and farmers currently need a range of support including organizational, marketing, technological, and entrepreneurial apart from a variety of financial services. The agriculture and allied sectors contributed approximately 13.9% of India's GDP (at constant 2004-05 prices) during 2013-14. There has been a continuous decline in the share of agriculture and allied sectors in the GDP from 14.6 percent in 2009-10 to 13.9 percent in 2013-14 at 2004-05 prices (GoI, 2014). Moreover, and more importantly, about half of India's population is wholly or significantly dependent on agriculture and allied activities for their livelihood (GoI, 2011). The contribution of agricultural sector to GDP has continued to decline over the years, while that of other sectors, particularly that of services has increased. The 12th Five Year Plan Approach Paper recognizes the fact that for a faster, sustainable and more inclusive growth (9.0-9.5% growth rate) in the 12th Five Year Plan under structural changes and unfavorable global economic environment requires a significant acceleration in growth (4.0 to 4.5% growth rates) in agriculture.

Agricultural growth has always been an important component for inclusiveness, and recent experience suggests that high GDP growth without high agricultural growth is likely to lead to acceleration in inflation in the country, which would adversely affect the larger growth

process. The Eleventh Plan, which had attempted to reverse deceleration of agricultural growth during the Ninth and Tenth Plan, had some success (Government of India, 2011). However, to achieve between 4 - 4.5 percent average growth in agricultural sector in the Twelfth Plan period, adequate efforts on the part of the government are required. The 12th Five Year Plan Approach Paper recognizes the centrality of agriculture in achieving its basic objective of faster, sustainable and more inclusive growth. The growth of this sector is also crucial to generation for jobs, checking inflation, nutritional security and providing raw materials for industrial growth besides easing pressures on urban areas. Twelfth plan has provided for 9 per cent growth with 4 per cent growth in agriculture (Planning Commission, 2011).

### **CONCLUSION**

As the process of financial inclusion is a continuum with a wide range of scope between the extremities and as the initiatives towards greater financial inclusion has been the key development agenda, it is high time to assess the degree of inclusiveness achieved within the sectoral and sub- sectoral segments of our economy. These type of enquiries based on unique individual-level data from the perspective of the users of financial services helps to disaggregate financial inclusion by key respondent characteristics, such as gender, age, education, income, employment and such other socio- economic characteristics. In spite of the declining trend in agriculture's share in the GDP, agriculture sector is critical from the income distribution perspective as it accounts for more than half of the population in the country. The agricultural sector not only contributes to



the overall growth of the economy but also reduces poverty by providing employment and food security to the majority of the population in the country. Thus, it is regarded as the most critical inclusive growth sectors of the Indian economy. Hence, the growth in agriculture and allied sector remains a 'necessary condition' for inclusive growth. The 12th Five Year Plan Approach Paper also indicates that agricultural development is an important component of faster, more inclusive sustainable growth. In the agriculture sector, the most vulnerable and the predominant segment consists of the small and marginal farmers who constitute more than eighty percent at the national level and more than ninety eight percent in the State of Kerala. Despite the laudable achievements in the field of rural banking, issues such as slow progress in increasing the share of institutional credit, high dependence of small and marginal farmers on non-institutional sources, skewed nature of access to credit between developed regions and less developed regions emerge larger than ever before. A large segment of the small and marginal farmers still continue to be deprived of the formal sources of credit and other essential financial services like insurance, savings and payment services. Therefore, the key issue now is to ensure that formal financial services achieves much wider percolation to the sub-sectors of the economy with greater coverage and expanding the scope of financial inclusion.

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ořetivaiavpa a iduvka Ezpe yvpa aoe Dzhge erjavdza pa aiaea epevva p azaaipē MAZĀ Uhōēpēab vāzāpēqā aiāwvā. F aiāvāzā yvpa ořetivaiavpa yvūvka jzāpēvpa āzāpāzāzā Uēqā jvū vēb pēuē 1ūzā ořēāzā «»ēē Mzāqā āzā, Uēqā qāzā aiaēp pāv pūv a āiāāzā, F ēfāiā vēvāvgā cēāiāēab vāāpēvpa aiāwvāvē FUAUā Uēqā jvū pācāiāvzā, Czēab jwvpa mīvēē āā jkēab vūzāpēvpa cāēā āēāvāiēab ūb 1zāuā Cākuāvgāā ořēā wāwē jūpāuvzē āāēgā ūb pēuē jvū vūgōāzā, vācāpāvgōāzā, Dzhge ořetivaiavpa oāue cāēā pāzāaipē Czā Cvāvā Cāāiāōāvzā, Szāoēā MAZĀ āūpā DVgā āzēab jūpāuvzē “yēēē ēbzēw JAS ācī SAZĀ āāāvME Cāēā «»ēē Mzāvzēā” Jēāpē cāēā āēāpā vāpāā jūpāuvzē oāruōvā aōgē - yēgē Gzāgā Srzā zāāpā oūēā CAUR oēpēab zān pār ār “zāpā ājā āpēvā . . . CAVĀ Uēvūzā Jōū zāāā Pār zā vēāqāv ēāēāzēārgā CAVĀ PĀPē oēqāzā yēēē ēbzēw JAS ācī SAZĀ āāāvME Cāēā «»ēē Mzāvzēā”.

oāiā Ezī āāēuār, “ā ořetiv . . . Eāēā vēāgū ēēi yvāā . . . DUē Uēāqā āāvāūē Jwēā yēēē ēbzēw . . . Cē vēāgā” JAZĀ H zāvēē F āōūvāēb ēēārzāuā oūvā āāpā Szāoēā yj zāiā ātōāūzā āvāā ořēā wāwē āvū yj uāāēāb awāāzāzā ēvēāiāē āūā āvū oā āōēpāvgā āzēab pātāvāē

ořēā wāāiēāb PĀA. «Āgāzā Cāēā “zāēā oēt” Pkaiāē āēā ārāiāāvē awāāzāzā ēvēūē F zāzāzā zp vā dēāūzāpā āēēpāv cēā kāvū SACgā ēēāēāb Cypāēēāb Oāy āūvā yvā ēāiāv Eō ēēā Uēārāē F Pkaiā «»ēē ēbzāāzāiā Pāzē yvāzā āū “ořetiv F Pkaiā MAZĀ yēvūēāb zūō pāād ūb āāj āwūē ořetivāxēā ūb āā j āwūē Egā āā vāā jūpē āūō pāādzā ēgāzāēāb āRPgā ūāgāv zāzā Cūā Cōzē Uēqā āēāiā jvū vāūā Pqā Sqvēēāb Cēā kāvūā ořetiv yvōāā āā j āwūē Uēqā yvōāā āā ātō āvāā pūō Cōē āūō āvāā jūvāb pāt Sōāzāzē

oāā pēvāzā H j ēpē S»zō ē āāv pēāqā āyā āūāā oēwūē āpāūvūū ūāēāzā Sōā āSāā MēūvāvME S»zō Qāiā Pā ūūē āiāā vāēā vūzāpēvāvūgōē Cōēā dēgā Nqāqāwzī āzā dōzē āāzā āāgāzā j āvāiāē āāēē j vā āāēē Sgāwvūū āj ēā Cāā Cūēāzā Cōē vāzēāj vāū āiāgāzāē Cāā MAZĀ tēāi āāgā pēēā JAZĀ Pāzāzāē “ēūūō vēpēzā SAUāēāzāē Pēēā Džēāgā āiāv pēqā āgēē. āj ēā Pkāā āvāvū SAZĀ āāē ēā j ēā ūāēāzā Lzā Dgā Pqē ēpūā āōzāy D-āvā. Pōāā āgūvā ēāvāzā āgā Sgā āzā-āvā. Czāpāvā Pāōgāzā ēāāpāzā āēā ūāēāzāzā Phtūē vāgā Dvēēāb “PĀāvēāqā” JAZĀ āgā vāiāgā Uēgā yēgēpāv Pjāiāwzāzā.

1» āj ūē oēāē ūvā dēpē āgē āgā Pārāiāāzēpē DUāācōē vūāzāzē āgā āvāiāgā ēpāiā ēēāzē āār ēēāqā āzā, qā āiāāzā āāqāvēqāvzāē Ezē āē Džāpāiā oē vēzā āpāvēāb āRPgā vāā Pkūvāē Cypāēēārgā āzēāb ēēārzāē Dgā āzā pā āūvā āiāā j āw Ezpā JASāzēāb ūāēā Szāpā oē ā yj gēpē oēūāā āzā dōzē DUāā vūūvūvāb vāā Pkūvāē Phtēnēāzāē

**E) PĀāiāpēēāi :**

ZIāzē Jēāpā āūū āūāyāzā Uēqā āēāiāē fāvūzī āRPgā āēāiā oēvūō āēē yāōā oāpēqāwzāzā. Uēqā āpāā PĀCāēāb »qPēāqā Sgāwzāzā. Cāēā ēvēāiāē fāvāzāvāūā Cāēāēāb āānō pēvāzāvē ēēāyēēpāv Pjēāpēāqā oēāūvūzāē Eāēā ēvēāiāē āāwēā ēēāpā Egāwvū



o'kegma' ybjajba' ed Ega'w'p' e' o'ke'f' a'la'cu'ba' a'la'v'e' v'p' na' e'g'm'a'u'm'e'as' a'la'v'e' a'ia'v'e'z'p' p'p'ea'q'a' e'q'ia'i'a' p'p'v'v'u' p'm'p' b'e'az'g'e' e'q'ia'i'a' a' y'p'au' s'az'g'e' p'ea'i'a' e'a' p'ea' e'as' p'na'o' z'ay' a'lar' «e'ia'ia' y'ke' a' d'p'p' av' a'la'v'ar' v'p' na' c'1'v'p'e'as' a'c'na' a'lar' j'z'j' a'io'v'no'

z'a' e'ke'g'ba' a'ia'j' p'p'ea'q'p'ba' p'ka'ia' o'age'a' c'p'aa'ia'p'm'a'ie'ea'cu'e' p'aa' «a'g'a' z'ba' c'aj'ba' a'u'ea' o'aa'ia'z'v'ia'ie'as' v'a'v'e' o'ao'z'au'a' u'f'ea'z'j' a'aa' a'u'm'ia'ia'z'g'e' p'ka' e'aw'-a'u'bu'ka' d'e'ne' p'f'ea'p'u'ue' m'v'au'ua' a'z'a' v'e'b' p'bi' i'w' j'az'a' c'aa'ag'p' av' m' p'p'ea'p'ama'z'a' a'lar' c'p'aa'ia'p'm'ue' p'p'v'p'au'v'z'e' p'f'ea'p'u'ia'ia' p'p' z'a' y'ao'k'az'av' p'u'g'z'a' a'c'p'ia'ie'z'a' e'au'm'ia'ie'as' p'aa'ia'p'p'ea'p' e'f'ee'p'az'a' a'lar' y'w' i' e'ue' p'ag'it' a'v'z'e' u'eq'ea' «z'ag'z'p' e' o'f'et' i'v'a'v'aa' a'c'aa' e'z'a' d'v'z'e'

p'aa' «a'g'a' z'ba' c'aj'ba' "p'ka'ie'z'a' p'a'ya' p'ke' a'ia' e' h' 1/2' u'p'ia'ea' a'p'ia'ia' i'au'p'az'a' i'ke' a'ia' a'pa' u'eq'a' p'bj'p'p' a'ka' p'nd' e'v'at' a'ia'c'u'p'e' a'j' z'a' z'p'u' p'au'z'az'a' p'f'ea'p'u'ue' m'v'au'ua' a' p'ez'z'e' p'ea' a'ue' a'j' z'a' y'g'm'ea' y'av'e' a'ia'j' p'p'ea'q'p'ba' p'ka'ia' g'au'm'ea' y'av'e'ie'as' e'ea' a'v'z'e' g'p'aga' h' 1/2' u'p'ia'ea' y'z'w'ia'ia' «a'f'ea'z'eu'au' y'g'm'ea'v'p'p'j' u'e' a'ad'eg'a' a'lar'z'a' j'v'p'g'e' o'f'e' p'ke'q'a' f' a'ia'd' a'ia'ea' a'p'ia'ia' o'f'em'o' a'g'a' a' o'aa'ia' o'au'e' f' ce'aa'ia'z'a' «g'a'z'a' o'z'ue' d'uka' a'aa' a'aw'ia'ia'j' u'ie' z'ieg'a' a'lan'o' a' y'g'm'ea' y'ia'ia'v' a'p'u' a'v' z'ag'ia'v' c'av'p' e'p'p'aa' a'u'w' h' 1/2' u'p'ia'ea' a'p'ia'ia' y'as'v'ia'ie'as' a'ea' a'v'z'e'

p'aa' «a'g'a' z'ba' c'aj'ba' v'p' na' p'ku'm'p'e' c'p'aa'ia'v'ia'ie'as' p'hp'p'ea'p'p'e' 1'z'p'ia'ba' c'aj'ba' p'p' a'ia'q'aw'z'a' y'z'z'p'p' d' j'aw'-a'z'z'j'az'a' c'aj' u'e' e'f'd'avit' u'm'e'as' v'p' na' p'ku'm'p'e' c'p'p'p' p'p'ea'rz'az'g'e' c'z'g'p'p'e' d'«a'ea'g'ba' z'p'ia'ia' e' p'ez'z'ba' c'z'z'g'v'z'g'az'a' a'ia'f' e' d'az'a' c'z'z'g'az'a' o'f'e' a'ia'cu'ba'v'e' y'z'z'v'v'v'v' p'ka'ia'v'z'g'ba'.

d'eg'a' p'aa'ia' o'q'aa'z'au'p' a' v'ue' a'p'e' a'w'p'p'ea'p'z'au'p' a'ee' v'aa'ia' sm'o' z'j' a'z'au'p' o'f'e' a'ia'j' u'e' p'ep'ea' a'la'v'v'v'v' p'ez'z'ba' e'au'j' p'bj'ave' a'w'o'z'e' d'z'g'e' e'ag'p' av' z'q'e'z'e' c'av'p'p'p'p' p'p' a' s'z'au'ue' p'bj'ia'z'e' z'ieg'a' e'ia' o' g'p'p' a'ep'p' a' ce'aa'ia' a'v'e' a'ia'q'aw'z'g'ba' e'av'p'a' av'v'v'v'v' v'p' na' p'ku'm'p'e' p'hp'p'ea'p'p'e'

**Cr n'f'ia'**

1. Sj p'ka'ia' f'ea'cu'au'ua' d' - y'ai - 779
2. z'a'ba' o'f'e' - y'ai - 96 c'w'aa'ia' i'ia'ia' y'ba'p'p'a'



## Impact of Tourists on Surrounding Environment A Case Study of Lalbagh- Bengaluru

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### ABSTRACT

Among all tourists' attractive places in Bangalore, Lalbagh is the most beautiful botanical garden, which attracts a number of visitors both domestic and foreign and from all age groups and income groups. Lalbagh not only provides mental relaxation but also a calm place for students to study. Its beauty inspires poets and writers and also a better place for mutual understanding for lovers and new couples.

### Introduction:

Bangalore is the capital city of Karnataka State. It is famous for its salubrious climate and innumerable gardens, i.e., about 38 parks and occupy 38% of the city area, hence it is called as the Garden City of India. Lalbagh and Cubbon Park are the two major parks known as the lung spacers of Bangalore City owing to their prime location and large sizes with good greenery. Lalbagh derived its name with an interesting historic event. It is said that when Tippu Sultan the famous ruler of Mysore state in the 18<sup>th</sup> century, was a child called this yet unnamed garden as "lal lal " (red) due to rose trees full of red flowers. His father Hyder Ali, then the ruler, named this garden as "Lalbagh" meaning "Red Garden" in 1760. A number of administrators, horticulturists including Hyder Ali himself took various steps with their able and effective methods to make Lalbagh into one of the famous gardens of India.

Lalbagh has a large collection of botanical specimens of both Indian and exotic varieties, they are nurtured with utmost care. The Lalbagh is situated in the Southern part of Bangalore City and

spreads over 240 acres of geographical area.

### Aims and Objectives of the Study:

1. It is very interesting to know the various recreation facilities available to visitors in Lalbagh and their impact on the surrounding environment.
2. To know the spatial understanding of the origin of visitors to Lalbagh.
3. To know the frequency of visitors and their age group and socio-economic conditions.
4. To know the relationships between the distance and the mode of transportation used by the visitors.
5. To know what people expect from Lalbagh.
6. Finally, to highlight the suggestions and impressions of people on Lalbagh.

### Methodology:

To study the above mentioned aims and objectives and about the visitors impact on Lalbagh's environment, it is decided to adopt following methods.



1. The year 2019-20
2. (March-March) has been considered as a study period.
3. A questionnaire seeking the information about the visitors was interviewed and the data has been collected.
4. The options of the visitors have been collected. This is mostly done on the weekend only.
5. Observations also helped a lot to learn many things which come up in the paper as suggestions.

**Characteristics of recreation Seekers of Lalbagh:**

Recreation seekers of Lalbagh include urban, rural, foreign, different age group and with different income and occupation. Table-1 indicates that majority of the visitors belong to the age group between 15 and 40 years, which accounts for about 72% of the total visitors to Lalbagh. This category includes students, officials, workers, business people and other forms of recreation seekers. There are many reasons responsible for maximum number of visitors in this age group are, its natural beauty, peaceful location, moreover it is an one garden, so, it is the easiest and cheapest way to spend time to seek recreation. It is a very quiet and calm place for students, officials and businessmen. The prime location of rose gardens and glass house is an inspiration to poets and writers. It is also a better place for mutual understanding for lovers and new couples.

Table – 1 Age group of visitors to Lalbagh

**Table – 1**

Age groups	percentage
Below 14 years	5
15-40	72
41-60	19
above 61	4
<b>Total</b>	<b>100</b>

The next highest group of visitors belongs to 41-60 years, i.e., 19% of the total visitors to Lalbagh. This group constitutes mostly the retired and ageing population.

Even though more children visit the garden, since the data has been mostly collected from the adults, revealed that very low percentage visit under the age group below 14 years i.e., 5%. In the month of March and April the percentage is low due to the study period for examinations.

The lowest percentage is from age group above 61 years i.e., 4% is due to many reasons like the heavy traffic disturbs the aged people. This group of people visits Lalbagh either early in the morning or in the evenings for a walk. The study excludes the visitors of this time.

The study also reveals that the male visitors predominate 75% and the remaining 25% female; this is mostly due to social commitments.

**Occupations of the Visitors:**

The study also oriented towards understanding the nature of the occupation of the visitors to Lalbagh (Table-2)



Table – 2

Sl.No.	Occupation of the Visitors	Percentage
1.	Government Services	30
2.	Business and Persons who run their own industries	23
3.	Students	20
4.	Others	27
	<b>Total</b>	<b>100</b>

Apart from different occupations of visitors of Lalbagh we also examined the monthly income of recreation seekers of Lalbagh under four categories (Table-3)

Table-3

Income in Rupees	percentage
Upto 2000	19
2001-3000	39
30001-40000	22
4000 and above	20
<b>Total</b>	<b>100</b>

The study examines that nearly 75% of the visitors visit Lalbagh from the nearest and surrounding places within the diameter of 5-6kms. These visitors visit often and frequently or sometimes daily. The remaining 25% from outside the diameter of 6kms, in the city area. Lalbagh being one of the important places of visit in Bangalore, it attracts people from different places of Karnataka State and also from other neighboring states, which constitute for about 44% of the total visitors. The percentage of

visitors from outside Bangalore is represented in Table-4

Table-4

Income in Rupees	percentage
Karnataka	52
Tamil Nadu	27
Andhra Pradesh	03
Kerala	04
North India	11
Outside the Country	03
<b>Total</b>	<b>100</b>

Means of Transportation used to Reach Lalbagh: The chief men's of transportation used by the visitors to reach Lalbagh are city buses, scooters, auto rickshaws, taxies, jeeps, cars and bicycles. Table-5 shows the modes of transportation used to reach Lalbagh.

Table-5

Income in Rupees	percentage
Bus	45
Cycle	05
Scooter	12
Walk	18
Car, taxies, auto & other	20
<b>Total</b>	<b>100</b>

**Impacts:**

Impacts of visitors on Lalbagh are of two types positive, which are very less i.e., the income of shopkeepers, vendors of different eatables, fancy items, photographers can be increased. Whereas, the negative impacts are many, environmental protection and conservation is less in Lalbagh as there is no entry check, even animals spoil the greenery, many people who visit Lalbagh



are unaware of Lalbagh's environment, they eat, dine with wine but there is improper waste disposal. This results in the pollution of the beautiful and largest garden of Bangalore City.

In the present study our main concern is with the appearance and feel of both urban and rural visitors to Lalbagh with the help of questionnaires, an investigation has been made. How far are people aware of Lalbagh's environmental problem? Their perception, response and priorities may be of great use in making decisions for successful implementation. With this objective their responses were recorded and analyzed herewith in sequel.

### **Suggestions and Conclusion:**

After the investigation of the study area, the author desires to give certain suggestions in order to improve the Lalbagh's condition which in turn helps to attract still more tourists.

1. Lalbagh has a lake, which located in the western part of Lalbagh. The surrounding lake is full of beautiful trees and flower plants, but the boating facility is not there, which should be improved to attract more people. Moreover, the lake is not kept clean and even the surrounding area also, because no dustbins are kept there to dispose of the waste, which is spoiling the beauty of the lake and surrounding environment.

2. A lotus pond is located near a glass house, most of the time it remains dry. It has one artificial fall; such type of artificial falls should be installed in different parts of Lalbagh, because water attracts all age group of people alike.

3. A toy train or children train should be introduced in Lalbagh along with an amusement park which helps to attract more child visitors.

4. The study also helped to suggest that there is no musical fountain in such a big area of Lalbagh i.e., 240 acres.

5. Nearly three quarries are located near Kempe Gowda tower in Lalbagh. These quarries contain some water only during the rainy season; efforts should be made to supply water during summer season also through some artificial means. These quarries do not have slums; therefore they can be utilized for recreation.

6. The Horticulture office of Lalbagh renders many useful services by giving free suggestions about gardening, which is not sufficient, exhibitions of horticulture books about gardening is very essential.

7. Inside the Lalbagh premises a children library is set up, which goes a long way in educating children while they visit Lalbagh about environmental protection particularly the conservation of vegetation.

8. There is also necessary information published about Lalbagh. This may be in the form of pamphlets, Booklets, maps etc., should be available at a reasonable price regularly.

9. Lalbagh is a small wonder world of plants not only for the Indians, but, also to the people of far and distant places. People visit Lalbagh as tourists and botanists to see and buy the desired plants from its nursery, which should be improved.

10. At each nodal point or at the end of each lane and by lane a dustbin should be kept, so that the visitors need not search for the garbage, which is very essential from the point of view of



environmental pollution check and also Lalbagh's beauty.

11. Finally, the foregoing analysis suggests that the efforts should be made from the State Government agencies or voluntary organizations, so that some demonstration could be given to rural folk in making and maintaining the Lalbagh's environment cleaner and greener.

Lalbagh provides multipurpose benefits like relaxation, education, recreation, fresh air etc. Hence, Lalbagh is still very good place of weekend recreation. Now days in spite of new innovations like television, video and other media of recreation, yet parks are still having their importance in attracting people for their cheap weekend recreation. Thus, urbanities are more conscious about the environment, but the people from villages are not sensitive towards the quality of their environment. Therefore an attempt has been made to assess the level of perception and

sensitivity to varying problems with which they interact sometimes knowingly and sometimes unknowingly.

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MmÁġġÉ ‘ġªzġª Ġªġġª PĒEĒÁ ĠªPªEĒ Pª ††ÁġġÁ ĠªġġªEĒª PĒEĒÁ ĠªPªÉPÁVzġ

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## Scenario of organic Farming in Navalagund Taluk

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### Abstract:

Sustainable development has caught the imagination and action all over the world for more than a decade. Sustainable agriculture is necessary to attain the goal of sustainable development. Organic farming works in harmony with nature rather than against it. This involves using techniques to achieve good crop yields without harming the natural environment or the people who live and work in it. Organic farming is one of the widely used methods, which are thought of as the best alternative to avoid the ill effects of chemical farming. India has traditionally practiced organic agriculture, but the process of modernization, particularly the green revolution technologies, has led to the increased use of chemicals. The present study is going to shed light on these aspects and the main objectives of this work is try to know about organic farming scenario in Karnataka and particularly navalagund taluk to help improve the system by government in state as well in central. The study also tries to give the effective solution to overcome problems of agricultural losses and enhance productivity with organic farm cultivation method and some effective policy implications. The present work has used primary and secondary sources like field survey Economic surveys, working papers which published by Govt. of Karnataka and Govt. of India and to analyze the scenarios of organic farming in Karnataka state and particularly study area. Some statistical tools and charts are adopted and to analyze the cost structure of individual organic farmer the study has used cost-benefit analysis.

**Key words:** Organic farming, sustainable development, cost-benefit analysis.

### I. Introduction:

Sustainable development has caught the imagination and action all over the world for more than a decade. Sustainable agriculture is necessary to attain the goal of sustainable development. Organic farming works in harmony with nature rather than against it. This involves using techniques to achieve good crop yields without harming the natural environment or the people who live and work in it. Organic farming

is one of the widely used methods, which are thought of as the best alternative to avoid the ill effects of chemical farming. India has traditionally practiced organic agriculture, but the process of modernization, particularly the green revolution technologies, has led to the increased use of chemicals. In recent years, however, limitations of agriculture based on chemical use and intensive irrigation have become apparent and



there has been a resurgence of interest in organic agriculture.

The Karnataka state is bestowed with varied climatic and soil types spread across ten agro-climatic zones. The physical features of Karnataka include Coastal Plains, Western Ghats and Plateau enabling it to grow a variety of crops. The annual average rainfall of Karnataka being 1130 mm and moderate temperature provide ideal conditions to grow a variety of crops throughout the year. The state is also known for its excellence in horticultural crops and animal husbandry. In addition, many farmers of the state are pioneers in organic agriculture and have developed many different systems of cultivation through indigenous knowledge base. They have developed their own holistic mechanism for developing pest control agents to control pests and diseases. The present movement silently taking place in Karnataka is not because farmers foresee a definite market for organically produced, but for production oriented reasons viz. reduction in the use of external inputs, improvement of soil fertility, lower soil degradation, biological pest control and protecting mother earth besides improving their economy. The area selected for the present study that Navalagund taluk of Dharwad district. Navalagund taluk is purposively selected as there are many farmers having organic farming and are in very critical condition economically and socially.

In the study area, some farmers practice organic farming as a way of life. It is pertinent to mention that there are NGOs involved in organic farming. The awareness of affluent classes and urban societies on the use of organic foods is constantly growing in the state as well.

## II. Organic Farming:

Organic farming is one of the widely used methods, which is thought of as the best alternative to avoid the ill effects of chemical farming. There are several definitions of organic farming and the one given by the US Department of Agriculture (USDA) is considered the most coherent and stringent. It is defined as 'a system that is designed and maintained to produce agricultural products by the use of methods and substances that maintain the integrity of organic agricultural products until they reach the consumer. Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock are not alien to various agriculture systems including the traditional agriculture practiced in old countries like India. The numbers of organic farmers in the Navalagund taluk under different categories are presented in following table.

The Navalagund taluk comprises of 22 Grama Panchayats apart from these GP study has taken 20 Villages. It is clear from the above table that, From the above tables the formers are farming under different size of land holding, of total 63 marginal farmer who are holding land less than one hector, 14.62% of farmers farming with organic manure in Navalagund taluk, 135 (31.32%) Small farmers those who are holding land between one and two hector are practicing organic farming in the study area. 159 (36.89%) medium formers those who are holding land between four and ten hectors, are practicing organic farming in the taluk. 73 (16.94 %) Large farmer who are land above ten hector are practicing organic farming in Navalagund taluk.

**Organic farming farmers in Navalgund taluk.**

S.No	Villages	Number of Organic farmers				
		Margin	Small	Medium	Large	Total
1	Annigeri	5	15	10	5	35
2	Adnur	2	6	5	2	15
3	Ballarawad	7	13	12	8	40
4	Badrapur	3	10	10	2	25
5	Belavatagi	3	5	5	2	15
6	Basapur	8	12	8	7	35
7	Bennur	3	5	5	2	15
8	Belahar	2	6	5	2	14
9	Kondikoppa	2	7	8	1	18
10	Kalawad	3	3	8	1	15
11	Karlawad	3	4	5	3	14
12	Kurahatti	2	4	4	2	12
13	Kittur	1	3	8	3	15
14	Hebbal	2	4	9	5	20
15	Yamanur	2	3	11	5	21
16	Shelawadi	5	8	12	5	30
17	Navalli	2	8	9	4	23
18	Kongawad	1	7	10	3	21
19	Sashvihalli	3	6	8	5	25
20	Shishvinahalli	4	6	7	6	23
Total		63	135	159	73	431

**Table 4.2 Percentage of Organic farming farmers**

Organic Farmer	Percentage
Margin Farmer	14.62
Small Farmer	31.32
Medium Farmer	36.89
Large Farmer	16.94
<b>Total</b>	<b>100</b>

Out of total 39050 farmers 431 are adopted organic farming method. The tables, 4.1.1 and 4.1.2 reveals that Ballarwad is having maximum number of organic farming farmers compared to other Villages accounting for 40 farmers followed by Basapur 35, Annigeri 35 and A.Kurahatti, Belavatagi, Belahar are having Small number of



organic farming farmers, that are 12,15 and 15 respectively compared to the other villages. But others are more in Basapur. Since Basapur village stands first in terms of number of famers, it has been selected for the study.

**Different Crops Under organic farming in the study area.**

Different crops under organic farming		
SL. No	Crops	Area in Hector
1	Jawar	361
2	Wheat	278.59
3	Bengalgram	720.94
4	Chillii	980
<b>Total</b>		2340.53

Source: Sample survey.

Table reveals that, main feature of different crops cultivation under organic farming, in the study area. Out of 2340.53 hector organic farming land, Jawar crop grown in 361 hector, wheat grown in 278.59 hector , Bengalgram grown in 720.94 hector and Chilli grown in 980 hector.

Different Crops Under organic farming in the study area is presented in the Chart it reveals that, in the total net sown area of 83804 hector in Navalagund taluk has only 2340.53 hectors is under organic farming. There is only four major crops under organic farming. Out of 2340.53 hectors, 42% covered by Chilli, 32% by Bengalgram, 15% Jowar and Wheat 12% of area under cultivation. The most important observation has made from the chart that the more number of farmers having organic farming with 42% of chilli crop, 31% of Bengalgram, Jowar and Wheat has got 15% and 12% respectively. The chart shows that chilli crop is more suitable crop to organic farming in the study area.

**III. Cost Structure of Individual Farmer:**

The cost structure of individual organic farmer is presented below. The researcher was unable to collect relevant data of cost structure of farmers. Since in organic farmers get raw material and finance help from the Government and NGO institution and they do farming and the finished product will be sold in local market. Hence, questions of cost-benefit, does not arise in case of Agriculture labour. Hence cost analysis has been done only for individual organic farming farmers. Since, individual farmers have to spend on land, machines, raw materials labour, marketing, etc on their own. The results are presented in following table. The table presents the cost and return structure of individual sample farmers in the study area. Table reveals that fertilizer and seeds cost amounts for 35.71 percent of the total variable cost (TVC) followed by labour cost 45 percent. The TVC is around Rs. 7000 per hector. Total fixed cost (TFC) is around Rs. 9800 per hector per year. In TFC Land Rent amounted for the major share 81.63 percent machine implement amounted share 8.16 percent and miscellaneous amounted for about 10.20



percent marketing cost is around 11 percent) and that of TVC is just 41 percent of the TVC. In the total cost the proportion of the TFC is more (58 percent).

**Cost Benefit analysis of Individual farmer (Per hector/Year)**

Cost	Amount in Rs	Percentage
I. Variable Cost		
A. Synthetic fertilizer, Seeds	2500	35.71
B. Labour	3200	45.71
C. Marketing	800	11.42
D. Other cost	500	7.14
Total Variable Cost (TVC)	7,000	
II. Fixed Cost		
A. Land Rent	8000	81.63
B. Machine Cost	800	8.16
C. Other cost	1000	10.20
Total Fixed Cost (TFC)	9800	
III Total Cost TVC + TFC (I + II)	16800	
IV Returns		
A. Bengalgram Production No. quintal	11	
B. Price Per Quintal	3600	
V Gross Returns (AXB)	39,600	
VI Net Returns (V- III)	22,800	
VII Cost: Benefit (C:B)Ratio	2.35	

Source: Sample Survey

It is observed that production of Bengalgram per hector per year was around 11 quintals which are sold at the rate of Rs. 3600 per quintal. So the gross return to the individual farmers per year is around Rs 39,600. Net return per year per hector is around Rs. 22,800, which is not better to non organic farming farmer. Most of the sample individual farmers have less than one hector of land; very few have more than four hectares. So this shows that majority of the farmers are living in a critical conditions. Cost benefit ratio shows that for every one rupee invested farmers got returns of 2.85 rupees. So the benefit is just 2 rupees for every rupee invested. Hence, it is found that it is not a very much profitable

method to the individual farmers. So the results reveal that farming activity has not been economically viable to the extent of providing decent living and forming for the farmers. There is a lack of marketing and distribution network for them because the retailers are not interested to deal with these products, as the demand is low. The erratic supplies and the low level of awareness of the cultivators also add to the problem. Further, despite government efforts in terms of various programmes the conditions of farmers have not improved in the study area.

There is a lack of marketing and distribution network for them because





the retailers are not interested to deal in these products, as the demand is low. The erratic supplies and the low level of awareness of the cultivators also add to the problem. Higher margins of profit for chemical fertilizers and pesticides for retailing, heavy advertisement campaigns by the manufacturers and dealers are other major problems affecting the markets for organic inputs in India.

#### IV. Salient findings:

❖ In the Navalgund taluk the most number of farmers following conventional method, only 1.10 percent of organic farming farmers, out of total 39050 farmers 431 are adopted organic farming method

❖ On an average, the land holding of each organic farm land was 5.34 hectares. The average age of these, organic farms were 6 years (ranges from 3 to 20 years). The average number of cattle possessed by each organic farm was around 11–12. Different manures used for supplying plant nutrients in organic farms include farm yard manure (FYM),

❖ The Cost benefit ratio shows that for every one rupee invested farmers got returns of 2.85 rupees. So the benefit is just 2 rupees for every rupee invested. Hence, it is found that it is not a very much profitable method to the individual farmers. So the results reveal that farming activity has not been economically viable to the extent of providing decent living and forming for the farmers.

❖ In the study area organic farming activities getting down because of initial returns of organic farming is low compare to conventional system.

❖ Yields relative to comparable conventional systems are directly related to the intensity of farming of the prevailing conventional systems.

❖ In areas of intensive farming system, shifting to organic agriculture decreases yield; the range depends on the intensity of external input use before conversion. In the conversion to organic agriculture usually leads to almost identical yields. In traditional rain fed agriculture, organic agriculture has shown the potential to increase yields.

❖ In the study area is a lack of marketing and distribution network for them because the retailers are not interested to deal with these products, as the demand is low. The erratic supplies and the low level of awareness of the cultivators.

#### V. Suggestions :

1. Farmers have to change their non organic forming to organic farming to increase their production to obtain more profit and potential areas and commodities need to be priorities for undertaking organic production

2. Various methods of organic production system prevalent in the area need to be inventoried and package prepared for cultivation of various commodities

3. The organic production technologies, which are cost effective, eco-friendly which can be adapted by the farmers need to be popularized.

4. Government should provide marketing facilities to individuals organic farming products and provide the More financial facilities to organic farming farmers.

#### VI. Conclusion:

Organic farming activities in Navalagund taluk still it's at initial hardly 1.10 percent of the total farmers of Navalagund taluk are adopted organic farming system that's way government should be focused on this issue in the area and more numbers of farmer should



farming based on organic farming because of organic farming consume least cost it will be profitable to former. The present study found that the practice of organic farming has been decreasing due lack of financial support by the institution it is threat to the society to increase organic farming Government should increase subsidy to organic farming products and The study suggested to establish the local training centers for the formers.

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## Modala Dvibhasha TatvaPadakara Kaivara Nareyana

-RamaReddy.K

అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట

-గ్రామ్యములు

జానపదులు మొదలుగా, పాతములు «శబ్దములు»  
పేర్లు తి. జి. శబ్దములు, తి. «శబ్దములు» అక్షరాల క్షయమునందును,  
జానపదులు -591126. ఫోన్: «శబ్దములు».

పాతములు కలుగజేయుట మొదలుగా పాతములు కలుగజేయుట. అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట. అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట.

«అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట» అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట.

పాతములు కలుగజేయుట మొదలుగా పాతములు కలుగజేయుట. అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట.

### ప్రేరేపించుట

<sup>1</sup> శబ్దములు కలుగజేయుట మొదలుగా పాతములు కలుగజేయుట. అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట.

<sup>2</sup> దేవుడు మొదలుగా పాతములు కలుగజేయుట. అక్షరాల క్షయమునందును వివిధములగు మార్పులు కలుగజేయుట.

















CvAVaPkaia oitpe aiaj zAv aAvEArPEaQAUa AvUaPa'za oKEAUVAIEE Aef AvAia Caht aPpC SAo AiaAvzige S Ma aAvC aia MAza D oza agza PAUe SAza PAvPPEaQa D CERF Ae PARza oVAa Aa AIEAZIEUMA VAPa AI UkaZA DvP MUe tghUAUVAIEE

F Pkaiaoe Aiafpa ASazumaEb Jgta jAwaiAv «Aur'PEArzIEE MAZEAiAZa, PAdza MAza CAUPAvga aia PAi AASza ASazuma, JgtaEiAZa, MAza PAi AAS PAdzKEAQUe oKEAfgaa ASazuma. F JgtaEAB Pkaiaoe Uagaw, s oZAVze PAdza MAza CAUPAZa PAi AASza ASazumaP kAEAAiPEAZa S Ma vAZaiA agit EAvjzP e vEA «Zaa' Aa EAB aPEI PAUe1/2, PAi AASza da' Aij AiaEAB oEvAPPEVA'AZa. Eoe DvkuE vEA «Zaa' Aa, DIAVA PAi AAS zAgta »vPAiAA'AZa aARPAUAVZE F onER e MPiAVEA aIAqAVAU D da' Aij aD» AVAIEE

»AUe MPiAVEA aIAqaa SAIAPAIEAB S Ma vA-A aAAZE oVAaKzPze aIEAiA aia Egaa DPKAEB aiaj JvIEAB vta APAS aAVAUKEAB VA-AAiA aAAZE oVAZAUa CzPE vA-A CzA agUME vEA AO Pza»za DPKAEB aIAgaKzPE EukgaKce Dztje aUEA SAIAPAIEAB Fqaj aKzPAM PAi AASza aD oLUe CaaAiAo JAZAZAUa DPKAEB aIAgPa M; PPEVAVABe Eoe vA-A avAU aUA vA-A avAU VAatUMA Ehta«EA CEFEaEA ASazPEAB CEa hta Ue1/2 AVAIEE

Aiafpa ASazumaP e F Pkaiaoe CwARPAzibAV SgUA oza AZa DzP e EzIXPta S Ma EA EtkUE Agze EgaaZA, PkaEAAiAPA SgUA o zIvPA AZa DzP e vEA aPAAEP EAB SCVI AO aAAEAB PVAa a avAU PKAIAa a PpPEAB aiar C aPAa vEAUVAIEE Eza gva avAU VAatUMA ASazPEAB APaw aA YEaia eFEvUE Aiafpa ASazza EF aIEAB «aj AVZE EzbA aZizP e Rj AC' vAZa JvAU MAU oKEAUVAIEE Gza MAza JvIEAB aiaj SZAPEAB PhPEVA'APA JAS DvEA D aia PA Paj oKEAUVAIEE PAgit SgUA aAVZij AZa gva PAi AASzP gKE DvEA JvIEAB Rj AC aIAqPa aAAZE Agtga aza. vEA SZAPEAB PhPEVA'APA PkaEAAiAPA Eza agUME vEUe SZAPVZi JvIEAB PA APj UE aIAgtgPa szDj AVAIEE Eza gVEKESEa JvUka SUVeA PmbiAia Aa za APAVP AVZE JvAU aIAgPa oKEAZa AVAioe Aa a vAv PAQAUa DvEA PAAiAIEAB PVAVAIEE DvEA PKEqA EtkUE Agtga a WA EAiAA PKEqA Aiafpa ASazumaUe »rza PEUEAIAIVZE »AUe PAd vEA APpUzUE EtkUE AgtEAB PAQa PkaEAAiAPA vEA JvIEAB AVAVe AV oI AO CkaEAgza AVAioe EA «a aAZa aAgPE EA TA oVzAPEaQa DvP Mi aARPEVA'APA aAEPvUE SAza vPAVAIEE

aEAPEA PA UZUE Aiafpa ASazumaZa Yj oga zKEgKzP e Aa CzPEEAB Yj o j AVZEAB a AEPvUE SAza aAVAIEE Czta YPa AVAIA DvP Mi aARPEVA'AVEE EAvPA DvPVAIA »AZe ASazuma «YPAIEAB U» s oZAVze SZAPEAB PhPEVA'APA «YvE-AAZAV, DvPVAIA PPAiAIEAB agKE! Aa onER e Aiafpa ASazuma gaaZA vAA «YPAIAO PE j. oit aAAvAZUMAEB PKEZAPPEAqje avU AYAC s oza. Dztje oKEAZa VAatEAB avU vjPa AZP AUzA »AUAV aAAUa gVEA APpUzUE AC Aa Ppj Aa aAEEA' aPEAB PAd gKEv PPEVA'APA CUMVAIAEAB Pke aAEPj PE aARPEqAVZE Pkaia YAgta CAZP/E DvPEAia aDIAiAZa PkaEAAiAPA Aiafpa ASazuma «YvE-AAZAV PEEUE DvP Mi JAS »AEPEaia YvAPP C DUVAIEE DPgAUxvUka:

1. PEIQA A»va YgaYgAiaoe aAEP Pta zFEAgUE AYAZPA qA.JA.J.i.aRgi
2. aAPAAEza tPKUMA kAAPE - qA.Pj AUeQA oAZEP ki
3. DzAPa PEIQA A»va gKEYUMA - YAgAAUA PEAOI PA «kZAAiA ZAGP Aqa
4. oE UIEQA PkUAgta oUKE PAZASj PAgta - YkaEA AYAZPA YPEPEJEI.UAUAEAAIPI



# Dasaraihnava Punyastri Veerammanavara Vachanagalu: Stri-Prabalyavada

-Dr. Sheela Devi S. malimath  
zA bhAinEPr bhA yAt a bhA «AgPrAEP bhA aZEUWA: 1U-yaS@PrAza

-qA.zA-azA« J. i. aN/a loA  
aARi bhA, a+FEAzEA aAUdZLDPbhA  
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aZEPAwO UAgA±AAVA±bhA CAQvA «AgPrAa zA bhAiaEP bhA yAb JAZA UAgAw AvAbGE MI AO LZA aZEUWA  
zKEgw aE LZA aZEUWPr AiAE 1U-zPrAOVVA 1Uvza izAVAWPA «aZEE 1U-yaS@za aDWA «AgPrAaE  
aZEUWA AU-AUAt aASAZA aAEVd. aAA°AEFEAI PE UAgA °AUa DAUPA "DU yaAZA yaZKEAZPr aμAia  
aZEPAwO JAZa 1z bhE PrAdzPr e S°KA aPrAvPr AV, CEAPKE° yJ 1UvAia°e 1UvAiaEAB ybμA y AVZE  
vEA yaS@za °ZKPrE E½vPE vAEA PAgit JAS JZbhPrEA PrAQPrEAQA, aEA Prza zA dZELA D°PrDUe  
aAEVdGE ya aAqAvAVe

CAia zAgA/PA«A°AiAij UE JgUA°A °KE-PrAeE  
UAgA«AUe JgM JgPrbhZDqAvEA UAgPrbhEAvEA''E  
GzgbzA EF AiAEJ zAVEA GzA 1AiA''E  
dFEzLA EF AiAEJ zAVEA DAUPA aA''E  
aAgit zA EF AiAEJ zAVEA aA°AAWEKEWUt »j AiAeA''E  
Prza °PrUvAia EF AiAEJ zAVEA °AZA PrAViA''E  
DvAvμzA: CAZMvA 1UUA aA°A° 1UUEJ zAVEA CWAVEA''E  
CgA°A CgMA, aAgPrA EμPrAUa CgPrAPJ UKEAmAVEA  
aAAPA aAgMA JA''E  
vEAzPrAO vPrJ 1 aAEzA AZPr°KzA MvUE EA TUAVUS°e  
''EA/PApAgA ''EA/Pr°A°D TUKA''E  
»AAUPZE vA-A AvvPrPr AiAvE  
°PrSj UE °PrzgbzA °PrSj UE ''EA°Pr  
vENGzPrA °PrEPa, AZA»UKA PrAQJEB aAEA  
zAZA» 1vAU PAUA aA°AUAgA ±AAVA±bhA yaE aA

vEA GzPrA °PrEPa, AZA»UKA PrAQJEB aAEA zAZA» 1vAU GzPrAUA PrAvvμUE 1UvAigA S°KA  
"zKEqU ASAiA°e CzPrPrE yaAgAμbhA ASMAVPrE zKEqU yaEIA zPr e yaEz, a°bzJ AZA CAVPrA GzPrAUA  
PrAvvμKA 1UyaS@PrE 1UyaGrAPrE MvAUAvPrE JAZA PrAd±A bhA 1UyaS@PrE (Feminisation)  
aASAEa aAqAvAbGE GzPrAUP CAzPr e 1UyaS@za yaEIA zPr aAvU Cj vA aA°vAigA ASAA yaEIA zPr  
Ut aAia°AV Kga°ARzPr ga°AZA μU

«AgPrAEP bhA aZEUWPr e F aAA° EA vAWPrE 12EA ±MPAAEZPr e aA»/A «AEAZEA DAZKE@EP  
1UvA aAEr 1ga°AZA UP AEAO°D. °ZAN PA±A J vPr AUAvAU °KEAZAVe GzPrAUPrAiaozPr e 1UvAiaEAB EA°PrA  
aAARPrE/PrAZA °ZAN -A zAiaPrA °AUKE Pr-aA RaOEzEB, aA EA°EA GzPrAUPrWUKA ''AEUE  
1UyaS@PrA PAgit" JEPrA EPrUvUE, PrAPbhA aAqAvPrE «AgPrAaE aZEUWA.





1) Aigā Pāḍaḷā Sūē Mwō āyāāua Cāḷā °PāUkā Sūē Cūā Uēgāpācāgā āpās 1) -  
yās° āpḷāt zā Sūē "āāēpā °AUA Sācāiāā 2) āēā avpē 2) zā, ēēā ° C° āpāgāzē ē  
2) āavēāiāāpēāv pē zī Cāvḷpḷāt «g» vā yēāzā. » Aūē Māpēgūē yj yē tōāv wāiāāzā  
1) yās° wāzā JAS pū DPm āāqāāāē

"yāgāpū Uē j pāāēpāzā °PāUkāēā CāpāāUkāēā Cāvāēā 1) Aigā yāiāāzā  
āāēpēzā āvzē JAS vāpēā āā° ēā āzēzā yēāzā yj pēēāiā°ē "S» gāUzā yāzāpā ēlū āāā  
Cjāā «rzā pē āāzā pāvāyēāzā Jēāpā «Zāgūmā; yēāzā yāyāzēāiā "1) yās° wē  
Jēāpāzēā vēā F āzēzā āē°pā C°pī Dū 1) yāzā āāxōpē S° āāqāāāē

**yj yē tōēpē yēāzēpēē**

āgāāiāzēāwāiā vā āāēpē

āḷēēpē Lpēēpē yḷpāēpē fāāēpē

āāiāēpē āāiāēpē

yḷk°pāsā āiāzēāzēā

āgāāiā ādUgā āāvāāyēāāḷēēāāā

**Gyāpūēvāēēyāā**

vēā F āzāgā āāvāāēā vāēā pāpēāqā. vēā āsōāzā vāqūūē vāēā  
Dāzēāēzā °j PāgāāUA āpāzā Kpūē; DPm-āāzā āḷēē pāāpē "yḷk°pāsā-  
āiāzēāzēā, āgāāiā ādUgā, āḷēēā āāā Jāzā āāāzā-āpā pḷpḷāt āāqāāāē.

āzāiā 1) yās° wēzā āzēē «Pā, Pāziāvē āē F yēāzā yēzā Cxō āāvāāzā  
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āzā C;ōāā yēāxō āzāpē C;ōāā āzāiāē āzāpē Dzhē C;ōpāzā  
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1) vēā ēzāēāiā°ē vēēpēēā āpāy'pēāqāūā zāōā pāāōcāiā, ēāēācāiā,  
yāzācāiāūāzēā C;ō', pēēēēāē pāzā āzāāpāūāā yās°pā ē°ē pāiā yēāzā pāvā  
yēāzā yj yē tō yēāzāzēāzēā Cā yj uāāzēāzā

yāzēpē yāzēāzā  
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## Internet of Things and Artificial Intelligence – paradigm shift in digitalization

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### Abstract

*The advent of Internet and ubiquitous mobile computing helped in paving the path for all encompassing development of digital technology, it is encouraging both researchers and stakeholders equally in developing the strategy for wider application of digital technology. Internet of things and Artificial Intelligence are two major developments in the recent times which brought paradigm shift in all the spheres of one's life spreading in all respects social, economic, cultural etc. because of automation of processes and bringing in precision in the specific tasks, the market capitalization of the commercial establishments is witnessing an increasing trend.*

**Keywords:** Digitalisation, Quantum Computing, Internet of Things, Artificial Intelligence

### Introduction

No one ever imagined at the turn of 21<sup>st</sup> century one would be travelling in autonomous vehicle attending the video conference on dashboard screen while monitoring the smart home over mobile, credit should be conferred on the development in digital technology, the process of digitalization is so swift and diffused that it encompasses every sphere of life of human being, be it daily tasks, health care, business and so on.

Digitalize or perish is the new mantra of the digital world, survival in business is connected with its connectivity to the digital technology that is ever advancing.

In 19<sup>th</sup> century, Charles Babbage tried to build analytical engine to aid mechanical calculation, this kindled the interest in developing more advanced technology, just in about a century or so,

the digital technology has transformed from basic computing to more advanced computing covering in its ambit that we see in the external world that is our homes, shopping malls, hospitals, streets, vehicles and list keeps growing which doesn't afford to miss the technology.

The advent of internet is the defining moment in the area of digitalization, it revolutionized the way the technology is being used, mobile computing transformed the way we deal with the life, its ubiquitous presence has created buzz in the digital world, this tiny device is an integral part of everyone's life be it a student, businessmen or professional.

### Review of Literature

Internet of Things (IoT) systems by **Dimitrios Serpanos** and **Merilyn wolf**, this book addresses the basics of Internet of Things Technologies, its underlying



architectures, its application in various sectors and directions, its stresses upon various aspects of the IoT encapsulating about hardware requirements, security concerns, devices, approaches to ensure safety in its application. It discusses on the implication of Industrial Internet of things on the conduct of business.

Artificial Intelligence - The Basics by **Kevin Warwick**, it covers the brief introduction about the development of Artificial Intelligence, besides giving insights on how AI has revolutionised how the routine tasks can be digitalised using algorithms suitable for conducting specific tasks.

Digital Transformation by **Thomas M. Siebel**, this book discusses on the implication of disruption technologies on business, how to harness these disruptive technologies for the betterment of business, it encourages readers to get enlightened on advancement in the technologies like cloud computing, Internet of Things, Artificial Intelligence and Big data.

### Objectives of the Study

1. To examine the impact of digital platforms on business establishments
2. To study the spread of digital platforms in the life of people – at home and at work
3. To know the conceptual framework of digitalization
4. To explore the specific platforms of digitalization, namely Internet of things and Artificial Intelligence

### Research Methodology

The researcher has used both primary as well as secondary data

obtained through Internet and in various publications. For the study purpose the data has been collected from various websites and various reports that are available in the public domain. The researcher also uses books, written reports such as journals, articles, newspapers, magazines etc., available in libraries.

Man's inquisitiveness didn't stop with the invention of the wheel, it progressed through inventing machines, engines which propelled the industrial revolution, so is the case with the digital technology from basic computing to artificial intelligence, it developed through creating complex technologies to collect, process and store the enormous data it generates.

Quantum computing, Internet of things, Artificial Intelligence, 5G technology, Cloud computing is pushing the limits of utility of technology.

Quantum computing is essentially connected with incorporating the laws of quantum mechanics to process information, with ubiquitous mobile computing, business houses are flooded with huge data pertaining to its targeted customers, their preferences, usage and their demographics, quantum computing helps these commercial establishments to analyze the data in much faster and easier way and helps in delivering highly personalized services to the users and increasing the utility rate and eventually contributing to the technology well-being of the economy.

Google is credited with achieving the quantum supremacy by solving the complex computation in 200 seconds using quantum computer called





Sycamore, the same calculation by the most powerful supercomputer existing today would have taken 10,000 years to compute. Since it is trillion time faster than the existing computers, the big data generated by the proliferation and wider usage of Internet of Things by connecting billions of devices can be analysed with ease into useful information.

It has leveraged the way the companies predict their future by analyzing the data it has collected, and can manoeuvre their business, McKinsey, an America based management consultancy, claims that automation industry is one of the major beneficiaries of the quantum computing with a high impact. By the end of 2025, it estimates that Quantum computing creates USD 2 to 3 billion economic value in the automotive industry, while it projects that there would be around 2000 to 5000 quantum computers worldwide by 2030.

### Internet of Things

The concept of ubiquitous computing has been a favorite subject for science fiction writers, but, with the advent of internet, Nano technology, sensors, RFID (Radio Frequency identification device), it is no more fantasy but becoming reality.

Kevin Ashton, a high-tech entrepreneur, coined the word Internet of Things to describe the system where internet is connected to the physical world via sensors, assigning unique identifiers to the things.

IoT is a technology wherein machines, objects, animals or people interconnected by assigning them with unique identifiers and the ability to transmit data over a network without

requiring human to human or human to machine interaction. IoT has gained acceptance by experts, only after observing its improved efficacy in collecting, processing and transmitting data through internet, post 2010, Google's street view helped the google to generate and store tons of data relating to people's Wi-Fi networks and mapping their activities. In 2012, LEWEB Europe's biggest internet conference was on IOT, it gained acceptance and became the subject of further research.

It has been helping people to live and work smarter than ever by connecting their devices of mundane use to each other by enabling with embedded technologies, with the transition to IPv6, it gives a huge leap in its development by assigning unique identifiers for billions of objects, one estimate says that by 2025 there would be 72.5 billion objects that are connected to the internet.

### We evolve because we communicate

Discoveries are communicated and advanced with further research on the information gathered through communicating the knowledge, IoT is important for progressing into more comfortable and convenient way of life and work, it not only helps to survive but also helps to thrive in the life by collecting, processing data into useful information and plan accordingly to ease the complexities of life, devices are no more dumb, they can communicate to each other over internet through embedded sensors. Coke machine at Carnegie Mellon University became the first device connected with internet.

IoT offers more benefits to industrial establishment by monitoring



their processes to improve customer services by enabling them with information to improvise the productivity by integrating and adapting business models which results in more profit, it is popularly known as IIoT (Industrial Internet of Things)

According to Industrial Internet Insights report, Intelligent maintenance systems can reduce unexpected downtime, it saves time and cost of about 12% over scheduled repairs, overall maintenance cost by 30% and eliminate breakdowns upto 70%.

One estimate says that Industrial Internet of Things has a potential of garnering huge business for the economy, nearly about USD 110.6 billion by 2025, it is observed that Asia Pacific would be focal point of industrial manufacturing and the region would be benefited the most by the advancement in the technology. GE, CISCO, ABB, HONEYWELL, HUAWEI TECHNOLOGIES, BOSCH IO etc., these companies are going to be the major beneficiaries of the development. The device and the technology that would contribute to the prediction to come true are sensors, RFID, industrial robotics, distributed control systems, condition monitoring, smart meters, smart beacon, cameras, GPS, networking technology. The usage of IIoT in the field of preventive maintenance, energy efficiency, automation in manufacturing, it encompasses all verticals of business namely oil and gas, metal and mining, healthcare, retail, logistics, agriculture and allied industries. It is growing by leaps and bounds albeit security concerns like data theft, system crash, hacking that is disrupting the smooth functioning of the system, these concerns can be

addressed by developing foolproof systems.

### Smart Homes

Smart homes application is gaining importance due to underlying technologies viz automatic illumination systems, gardening sensors, safety and security, air quality monitoring sensors, water quality monitoring, voice assistants, energy efficiency. In Metropolitan cities, construction giants have started offering Alexa enabled flats, villas etc.,

### Smart cities

Not only people in the cities are connected, even their devices are connected too, it is not a science fiction but a reality with the development of smart technologies, the concerns of the cities are addressed namely traffic management, waste management, water distribution, energy transmission management, grid system, security by placing cameras, law and order management and so on and optimizing the value of the infrastructure.

Notwithstanding its optimization, challenges are aplenty, which need to be addressed to reap the fruits of technologically advanced system.

Security concerns are mired the usage of IIoT to its full potential, with all pervasive presence, systems get compromised due to underdeveloped safety features and exposure to cloud, a recent analysis predicts that there would be loss of USD 120 billion to the global economy if one cloud datacenter is compromised, reports also state an annual loss of USD 1 Trillion by cybercrime.



Nearly about half of the respondents to the IOActive Internet of things security survey distrust the IoT services, it is believed that more than half of the IoT products are unsecure and expose the data to the external world, nevertheless, IoT devices are better than other platforms like software, computing hardware and medical devices, ascribed by 63% of the respondents.

Persistent hardware updation is posing challenges to the ever advancing IoT technologies, with ubiquitous adoption of IoT, there comes the enormous data which consists both useful and not so useful data, segregating both is again a challenge faced by the researchers, Quantum computing and Big Data Analytics come to rescue in segregating the data by screening out the non-essential data.

Internet connectivity to the leftovers is indispensable, it is observed that 53.6% of the world population is having access to internet, while the rest of them, kept out of the internet connectivity, wider acceptance of IoT requires even the leftovers to join the revolution, it can be achieved by the policy intervention by governments, besides clamping the increasing cost of the data connectivity.

### **Autonomous cars**

All most every major automobile companies are investing in R&D to develop self-driving cars which define the future of the automobile industry, as early as 1939, General Motors had exhibited its self-driving car with embedded radio-controlled electric cars propelled by electromagnetic fields provided by circuits embedded in the

roadway. It is Tesla motors which seen much headway in the field and released its first autopilot car in 2014.

### **Artificial Intelligence**

Another breakthrough in digital technology which is promising the better future is Artificial Intelligence, Dartmouth summer research project, 1956 widely considered to be the founding event of artificial intelligence as a field.

Can machines think? Alan Turing evoked this question which propelled the research in Artificial Intelligence, many researchers worked to answer it affirmatively.

Artificial Intelligence is a computer system able to perform tasks that ordinarily require human intelligence, it is powered by machine learning, deep learning and coding algorithms to monitor its activities.

Unlike other technology developments, AI is gaining access to every home and commercial establishments in a more rapid way.

TV commercials of Amazon on Alexa to popularize the product, it is portrayed as universal tool for satisfying the needs of the daily household activities of the family like putting baby to sleep by asking Alexa to sing a lullaby, booking a meal for gratifying the hunger and entertaining the members and so on.

Ubiquitous mobile computing, Internet of things have generated enormous data that fueled the Artificial intelligence to simulate the human behavior in different situation.



The promising number of its application and revenue generating potential is persuading its developers and users to work incessantly to amplify its usage, global revenue from the AI market is estimated to reach as high as 97.9 billion US dollars by 2023, funding of AI startup companies nearly increased by fivefold from 2015 to 2018. Natural language processing market size worldwide 2025 is estimated at 43.3 billion USD.

Seldom we discuss the problems faced by the technology driven system, while we boast about the advancement made in the field, but we fail to recognize the fact that what percentage of people are really benefited out of this development, In 2015, only ten percent of organizations were either using AI or planning to do so, but, in 2019, it has increased to 37% (Gartner, 2019), though the increase in the users of AI is promising, there is need for wider adoption of this advanced technology to harness its benefits for both consumers and organisations. 62 percentage of the consumers reportedly willing to share data to the development of AI

Artificial Intelligence is in still nascent stage, hence, it is bundled with lot of problems, namely computing power is the defining factor in the optimization of the usage of AI, achieving greater computing power demands huge investment on the part of the company which resolves to adopt and adapt to the AI, nevertheless, the emergence of cloud computing has eased the company to switch over to cloud computing infrastructure by paying user fee

Trust issues are rampant in the application of AI, general public finds it

difficult to understand the nuances of working of the AI, technology enthusiasts, researchers, students are an exception, while large number of general public are still unaware of the merits of the AI which is hampering its growth and development, training programs and awareness campaigns can be initiated to the volunteers who would transmit the knowledge to the wider public.

Bias problem is troubling the AI, the good or bad application of the AI depends on the datasets is trained on, these can be handled by coding good algorithms.

### **Impact of COVID19 pandemic on digitalization.**

The virus created havoc on the entire globe with its catastrophic impact on economy and well-being of the people in the world, the entire world is rushing towards invention of vaccine to overcome the onslaught of this pandemic, nevertheless, the virus outbreak is spurring the adoption of contactless digital platforms namely digital payments, online grocery stores, small retail outlets, online pharmacies, vegetable and fruit vendors, recharges, bill payments as well as OTT (Telecom and media) and education related technologies, the transition to digital platforms is possible because of digital eco system built up over the years.

Data from the Reserve Bank of India (RBI) shows that India is now clocking around 100 million digital transactions a day with a volume of 5 trillion rupees (\$67 billion), RBI is hopeful of further increase in the transactions relatively fivefold growth to the current usage.



**Conclusion:**

World economic forum published global risk report 2018

Paul Saffo opines that “the optimistic internet visionaries of the 1990s were neither naïve nor mistaken. The expected future always arrives late and in unexpected ways, we are in a wild period of disorder, but beyond is a sunny upland.”, the factual data of the technological driven economy envisages its wider acceptance by the public despite of the apprehension about its future implications, every transition is like treading on the difficult path, at the end, it will be realized that it is worth traversing this uneven path.

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## E-governance in India: Concept, Initiatives and Issues

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### Abstract:

The traditional approaches dominated in the 20th century failed to respond to the changing environment in rendering the services to the public. E-Government brought the revolution in India where government of India has taken steps to deliver the services to the citizens through the means of Information communications and technology (ICT). E-government is the transformation of public sector internal and external relationship through internet enabled operations. In today's time the development of any country depends on the uses of E-Governance and also their penetration. Development of any country can be judged by the scope of E-Governance in that country. E-Governance can eradicate poverty, reduce inequality and safety basic human needs. The contribution and the role of Information communications and technology is very high. Through ICT knowledge has been created, information is shared, delivery of services, reduced cost, paperless office and many more. The present study explores the theoretical assumptions about e-governance by studying the some of the successful projects implemented by the various states in India. While studying we have identified some challenges at the time of implementation of the e-governance projects. Experiences of the several successful projects reveal that though wider scope is there for implementation of projects nationwide unable to implement because lack of infrastructure facilities, technology feasibility, financial feasibility and huge investments. This paper is briefly describing Central government and state government initiatives, the merits and demerits of e-Governance, impact of e-governance, challenges, objectives of research study.

**KEYWORDS** – E-Governance, E-Commerce, ICT, National E-Governance Plan

### Introduction

E-governance, expands to electronic governance, is the integration of Information and Communication Technology (ICT) in all the processes, with the aim of enhancing government ability to address the needs of the general public. Thus, e-Governance is basically associated with carrying out the functions and achieving the results of governance through the utilization of ICT (Information and Communications Technology). The application of information technology and communication for the purpose of

governance is commonly known as e-governance. Through e-governance, information can be made distributed to the public in a transparent manner. The main objectives of e-governance are 1) To support and simplify governance for government, citizens, and businesses. 2) To make government administration more transparent and accountable while addressing the society's needs and expectations through efficient public services and effective interaction between the people, businesses, and government. 3) To reduce corruption in the government. 4) To ensure speedy administration of services and



information and to reduce difficulties for business, provide immediate information and enable digital communication by e-business.

### **E-Governance in the Indian Context**

E-governance in India is a recently developed concept. The launch of National Satellite-Based Computer Network (NICENET) in 1987 and subsequent launch of District Information System of the National Informatics Centre (DISNIC) programme to computerize all district offices in the country for which free hardware and software was offered to the State Governments provided the requisite impetus for e-governance. E-governance thereafter developed with the growth of technology. Today, there are a large number of e-Governance initiatives, both at the Union and State levels.

- Digital India
- National Portal of India: It is developed to provide access to information and services being provided by the government
- PM India Website: provides information relating to the Prime Minister's Office.
- United Nations e-governance website

### **Objectives of the study**

The following objectives have been set for the present study:

1) To examine the existing e-Governance system practices in India and to evaluate various initiatives launched by government;

2) To study Central government and state government initiatives as mission mode projects (MMP)

3) To know the merits and demerits of e-Governance.

4) To evaluate the different challenges of e-Governance.

### **RESEARCH METHODOLOGY**

The study is qualitative and descriptive in nature and most of the data is based on secondary sources of survey data. Such an approach is adopted in the study as the area of research is very broad and sources of data are also spread across multiple locations.

### **Types of Government Interaction in e-governance.**

1.G2G: Government to Government

2.G2C: Government to Citizen

3.G2B: Government to Business

4.G2E: Government to Employee

Some Initiatives in the same field

### **1. Government to Government (G2G) Initiatives:**

1. Khajane Project in Karnataka: It is a comprehensive online treasury computerization project of the Government of Karnataka. The project has resulted in the computerization of the entire treasury related activities of the State Government and the system has the ability to track every activity right from the approval of the State Budget to the point of rendering accounts to the government.



2. SmartGov (Andhra Pradesh): SmartGov has been developed to streamline operations, enhance efficiency through workflow automation and knowledge management for implementation in the Andhra Pradesh Secretariat.

## **2.Government to Citizen (G2C) Initiatives:**

1.Computerization of Land Records: In collaboration with NIC. Ensuring that landowners get computerized copies of ownership, crop and tenancy and updated copies of Records of Rights (RoRs) on demand.

2.Bhoomi Project: Online delivery of Land Records. Self-sustainable e-Governance project for the computerized delivery of 20 million rural land records to 6.7 million farmers through 177 Government-owned kiosks in the State of Karnataka

3.Gyandoot: It is an Intranet-based Government to Citizen (G2C) service delivery initiative. It was initiated in the Dhar district of Madhya Pradesh in January 2000 with the twin objective of providing relevant information to the rural population and acting as an interface between the district administration and the people.

4.Lokvani Project in Uttar Pradesh: Lokvani is a public-private partnership project at Sitapur District in Uttar Pradesh which was initiated in November, 2004. Its objective is to provide a single window, self-sustainable e-Governance solution with regard to handling of grievances, land record maintenance and providing a mixture of essential services.

5.Project FRIENDS in Kerala: FRIENDS (Fast, Reliable, Instant, Efficient Network for the Disbursement of Services) is a Single Window Facility providing citizens the means to pay taxes and other financial dues to the State Government. The services are provided through FRIENDS Janasevana Kendrams located in the district headquarters.

6.E-Mitra Project in Rajasthan: e-Mitra is an integrated project to facilitate the urban and the rural masses with maximum possible services related to different state government departments through Lokmitra-Janmitra Centers/Kiosks.

7.E-Seva (Andhra Pradesh): This project is designed to provide 'Government to Citizen' and 'e-Business to Citizen' services. The highlight of the eSeva project is that all the services are delivered online to consumers /citizens by connecting them to the respective government departments and providing online information at the point of service delivery.

8.Admission to Professional Colleges – Common Entrance Test (CET):

With the rapid growth in the demand as well as supply of professional education, the process of admission to these institutions became a major challenge in the early 1990s. Recourse was then taken to ICT to make the process of admission transparent and objective. One of the pioneering efforts was made by Karnataka. The State Government decided to conduct a common entrance test based on which admission to different colleges and disciplines was made.





### **3. Government to Business (G2B) Initiatives:**

1. E-Procurement Project in Andhra Pradesh and Gujarat:

To reduce the time and cost of doing business for both vendors and government.

2. MCA 21: By the Ministry of Corporate Affairs. The project aims at providing easy and secure online access to all registry related services provided by the Union Ministry of Corporate Affairs to corporates and other stakeholders at any time and in a manner that best suits them.

### **4. Government to Employees (G2E) Initiatives:**

interaction between the government and its employees occurs in an efficient and speedy manner. The government of any country is the biggest employer and so it also deals with employees on a regular basis, as other employers do. ICT helps in making the interaction between government and employees fast and efficient, along with raising their level of satisfaction by providing perquisites and add-on benefits.

### **National E-governance Plan**

The National e-Governance Plan (NeGP) has been formulated by the Department of Electronics and Information Technology (DEITY) and Department of Administrative Reforms and Public Grievances (DARPG) in 2006.

The NeGP aims at improving delivery of Government services to citizens and businesses with the following vision:

“Make all Government services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency & reliability of such services at affordable costs to realize the basic needs of the common man.”

### **Central government initiatives as mission mode projects (MMP)**

#### **1. E-office**

The Government of India has recognized the need to modernize the Central Government offices through the introduction of Information and Communications Technology. e-Office is aimed at increasing the usage of work flow and rule based file routing, quick search and retrieval of files and office orders, digital signatures for authentication, forms and reporting components.

#### **2. Immigration, Visa and Foreigner's Registration & Tracking (IVFRT)**

India has emerged as a key tourist destination, besides being a major business and service hub. Immigration Check Post is the first point of contact that generates public and popular perception about the country, thus necessitating a state of the art system for prompt and user-friendly services.

#### **3. UID**

The unique identification project was conceived as an initiative that would provide identification for each resident across the country and would be used primarily as the basis for efficient delivery of welfare services. It would also act as a tool for effective monitoring of



various programs and schemes of the government.

#### 4.Pensions

The pensions MMP is primarily aimed at making the pension/ retirement related information, services and grievances handling mechanism accessible online to the needy pensioners, through a combination of interactive and non-interactive components, and thus, help bridge the gap between the pensioners and the government.

#### 5.Banking

The Banking MMP is yet another step towards improving operational efficiency and reducing the delays and efforts involved in handling and settling transactions. The MMP which is being implemented by the banking industry aims at streamlining various e-services initiatives undertaken by individual banks. Implementation is being done by the banks concerned, with the banking Department providing a broad framework and guidance.

#### 6.Posts

Modernization of Postal Services has been undertaken by the Department of Posts through computerization and networking of all post offices using a central server-based system, and setting up of computerized registration centers (CRCs).

### State government initiatives as mission mode projects (MMP)

#### 1.E-Governance in Municipalities

It is a unique initiative of the Government of India conceptualized

under the umbrella of the overall National e-Governance Plan (NeGP) and the Jawaharlal Nehru National Urban Renewal Mission (Jnnurm) aimed at improving operational efficiencies within Urban Local Bodies (ULBs).

#### 2.Crime and Criminal Tracking Network & Systems

Crime and Criminal Tracking Network & Systems (CCTNS) MMP aims at creating a comprehensive and integrated system for enhancing the efficiency and effective policing at all levels and especially at the Police Station level through adoption of principles of e-Governance, and creation of a nationwide networked infrastructure for evolution of IT-enabled state-of-the-art tracking system.

#### 3.Public Distribution System

Computerization of the PDS is envisaged as an end-to-end project covering key functional areas such as supply chain management including allocation and utilization reporting, storage and movement of food grains, grievance redressal and transparency portal, digitization of beneficiary database, Fair Price Shop automation, etc.

#### 4.Health

ICT for programme management has been undertaken by the Ministry of Health & Family Welfare in the Mother and Child Tracking System (MCTS) programme and the Ministry envisages a more comprehensive use of ICT including for Hospital Information Systems, supply chain management for drugs and vaccines, providing ICT tools to ASHA and ANM workers, programme management of National Rural Health Mission (NRHM), etc through this MMP.



## 5.E-panchayat

The Panchayati Raj Institutions (PRIs) are saddled with the problems of inadequate physical and financial resources, technical capabilities and extremely limited computerization. As a result, the potential of PRIs as the preferred delivery channel for the schemes of State and Centre as well as for citizen services has not been fully realized. While some computerization efforts for PRIs have been made by NIC over the years, the e-Governance revolution sweeping the country has not touched the PRIs yet in significant measure. The Ministry of Panchayati Raj, Government of India has therefore decided to take up the computerization of PRIs on a mission mode basis.

## 6.E-District

E-District is one of the 31 Mission Mode Projects under National E-Governance Plan (NeGP) with the DIT, GoI being the nodal ministry. This project aims at providing support to the basic administrative unit i.e. District Administration by undertaking backend computerization to enable electronic delivery of high volume citizen centric government services which would optimally leverage and utilize the three infrastructure pillars of State Wide Area Networks (SWAN), State Data Centers (SDC) and Common Service Centers (CSCs) to deliver services to the citizen at his doorsteps.

## 7.National Land Records Modernization Programme (NLRMP)

A Project for Computerization of Land Records (CLR) was launched in 1988-89 with the intention to remove the inherent flaws in the manual system of

maintenance and updating of Land Records. In 1997-98, the scheme was extended to tehsils to start distribution of Records of Rights to landowners on demand. The focus of the entire operation has always been to employ state of the art information technology (IT) to galvanize and transform the existing land records system of the country.

## M-governance

M-Governance is not a replacement for e-Governance, rather it complements e-Governance. M-Governance, is the use of mobile or wireless to improve Governance service and information “anytime, anywhere”. Mobile applications also rely on good back office ICT infrastructure and work processes. It has potential of using mobile phones as input devices in certain areas where last mile connectivity becomes issues for simple data inputs of critical importance for decision making in government departments.

M-Governance is not a new concept. The private sector has been greatly leveraging these of mobile phones for delivery of value added services for the following which however are mostly SMS based: Banking, Media, Airlines, Telecom, Entertainment, News, Sports, Astrology, and Movie Tickets Etc.

## Advantages of E-governance

Following are the advantages of E-Governance

**Speed:** Technology makes communication speedier. Internet, Phones, Cell Phones have reduced the time taken in normal communication.



**Cost Reduction:** Most of the Government expenditure is appropriated towards the cost of stationary. Paper-based communication needs lots of stationary, printers, computers, etc. which calls for continuous heavy expenditure. Internet and Phones makes communication cheaper saving valuable money for the Government.

**Transparency:** All the information of the Government would be made available on the internet. The citizens can see the information whenever they want to see. But this is only possible when every piece of information of the Government is uploaded on the internet and is available for the public to peruse. Current governing process leaves many ways to conceal the information from all the people. ICT helps make the information available online eliminating all the possibilities of concealing of information.

**Accountability:** Once the governing process is made transparent the Government is automatically made accountable. Accountability is answerability of the Government to the people. It is the answerability for the deeds of the Government. An accountable Government is a responsible Government.

**Convenience:** E-Government brings public services to citizens on their schedule and their venue.

**Improved Customer Service:** E-Government allows to redeploy resources from back-end processing to the front line of customer service.

**Increased access to information:** E-Government improves the accessibility of government information to citizens allowing it become an important resource

in the making the decisions that affect daily life and so it helps in empowerment of citizens

### Disadvantages of E-governance

- Lack of computer literacy: India is still a developing country and a vast majority of the citizens lack computer literacy which hinders the effectiveness of e-governance.
- Lack of accessibility to the internet or even computers in some parts of the country is a disadvantage to e-governance.
- E-governance results in a loss of human interaction. As the system becomes more mechanized, lesser interaction takes place among people.
- It gives rise to the risk of personal data theft and leakage.
- E-governance leads to a lax administration. The service provider can easily provide excuses for not providing the service on technical grounds such as "server is down" or "internet is not working" etc.

### Challenges in e-governance

There are large numbers of potential barriers in the implementation of e-Governance. Some hindrance in the path of implementation, like security, unequal access to the computer technology by the citizen, high initial cost for setting up the e government solutions and resistance to change. Challenges identified as trust, resistance to change, digital divide, cost and privacy and security concerns.



### *Trust*

Trust can be defined along two dimensions: as an assessment of a current situation, or as an innate personality trait predisposition. The implementation of public administration functions via e-government requires the presence of two levels of trust. The first is that the user must be confident, comfortable and trusting of the tool or technology with which they will interact. The second dimension of trust pertains to trust of the government.

### *Resistance to change*

The resistant to change phenomenon can explain much of the hesitation that occurs on the part of constituents in moving from a paper based to a Web-based system for interacting with government. Education about the value of the new systems is one step toward reducing some of the existing resistance. It can also be particularly useful for a leader or manager, to buy into the new system at an early stage in the adoption process

### *Digital Divide*

The digital divide refers to the separation that exists between individuals, communities, and businesses that have access to information technology and those that do not have such access. Social, economic, infrastructural and ethno-linguistic indicators provide explanations for the presence of the digital divide.

Economic poverty is closely related to limited information technology resources. An individual living below poverty line does not afford a computer for himself to harness the benefits of e-government and other online services. As the digital divide narrows, broader adoption of e-government in the public

domain becomes possible. Economic poverty is not the only cause of digital divide. It can also be caused by the lack of awareness among the people. Even some of the economic stable people don't know about the scope of e-governance.

### *Cost*

Cost is one of the most important prohibiting factor that comes in the path of e-governance implementation particularly in the developing countries like India where most of the people living below the poverty line. Elected officers and politician don't seem to be interested in implementing e-governance

### *Privacy and Security*

A lack of clear security standards and protocols can limit the development of projects that contain sensitive information such as income, medical history etc.

### **Conclusion**

E- Governance with open source is very popular in west countries but in India it is still an emerging technology. Several drafts have also been passed by IT department to implement E-Governance with these technologies so that working, efficiency, transparency and security can be increased in E-Governance. E-government refers to the use of information and communication technologies (ICT) to improve the efficiency, effectiveness, transparency and accountability of government. By studying some of the successful projects in India the current e government practice is project specific. The projects are not nationwide and differ from state to state. Lack of financial feasibility, infrastructure facilities and huge investments on the



software and hardware making this initiative to less scope for the governance. The real challenge in front of the Government of India lies in the area of quality deliverance of services.

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## Impact of digital media in Education

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**Abstract:** Use of digital media in education allows students to access more useful information, communicate and, find opportunities all inside their classes. Use of digital media in education allows students to access more useful information, communicate and, find opportunities all inside their classes. They are using social media in the teaching-learning process, this leads to exchange of ideas. With the introduction of digital media technologies, the delivery of educational programs has improved. Digital media has both positive and negative impact on students. Digital media is now the new driver of change. Growth of exponential technologies such as artificial intelligence, robotics, nanotechnology etc. is bringing resounding impact on the evolution of education. Digital Media Redefined the education in the 21<sup>st</sup> Century.

**Keywords:** Digital, Media, Education, Video and Social network.

### Introduction

With the inception and impact of technology in education, we are seeing a lot of innovative changes in teaching methodologies of educational institutes these days. Educational institutions are improving their systems to enhance academic rigour. Universities are using social media in the teaching-learning process to find new value for creating suitable learning among students.

### Implementation of Social Media

Social media implementation is giving way to the development of the new educational system. Students are frequently exchanging thoughts and knowledge with each other on social media. On the other hand, scholars are offering online tutorials and collecting valuable information through social media.

In today's interlinked world, the impact of social network on education is attracting a lot of attention. It is evolving as a powerful factor to gain a competitive advantage over peer institutions. Due to

the growing influence of digital technology, the world is becoming flattered. It is altering the technique of conveying lessons. Social media influence is increasing day by day in education. It is becoming the new hope of obtaining knowledge for a student. It is changing their overall educational experience. With the introduction of digital media technologies, the delivery of educational programs has improved.

### Positive Influences of Digital Media on Education

In the digital world, the learner is very different. They think and act differently. New age learners are more interconnected and better informed. As a positive influence of digital media, it is easy to work together with geographically distributed teams for project assignments using social networks. Student can make WhatsApp and Facebook groups or even just use Twitter hashtags to exchange inputs regarding the assignment and distribute information. Although this can moreover be completed through communication mediums such as email, however social media provides an



interesting conversational style to interact. Knowledge is affecting at an escalating rapidity with the usage of digital media in education.

### **Negative Influences of Digital Media on Education**

Digital media is also having very negative effects on students. They are getting addicted to this medium. Students waste a lot of their time on social networks. They are getting distracted from their actual aim in life and becoming habitual of social media. It is taking them away from the benefits of reading books and limiting the potential of their creative minds. Students cannot work independently to produce valuable content. Excessive use of social media is distorting communication skills. They fail to frame grammatically correct sentences while communicating. As a result, the other person does not understand the real context of the conversation. The approval of social media in education has produced several challenges in learning. Whether these things are completely negative to the social order is yet to be seen, but there are certainly some benefits of social media that confidently influences students' outcomes.

### **Utilization of Digital Media in Education**

Utilization of digital media in education provides students with the capability to get additional useful knowledge and to attach with learning groups and other educational systems that make education expedient. Digital media trappings give students and institutions various opportunities to develop new knowledge methods. Achieving useful knowledge through digital media continues to be an important element in modern education. Each day use of all forms of digital media is becoming an integral part of our lives and for that reason is fast becoming a key part of education as well.

Educators believe that the development of digital media presents great prospects to modernize education. Digital learning has been making an insurrection in the education system. Entrenched with current day technologies, modern classrooms present everlasting enjoyment. Access to digital media has become a reality even in smaller cities in the country. These cities are enlightening even the modest of scholars and making new conventions of education. The whole ecosystem of education has not only transformed the perception of students towards learning but has also helped the teachers to enhance delivery in a big way. With the beginning of the digital ecosystem, learning is taking a new curve. It has enabled educators to manage teamwork through smart classrooms and facilitate the students in building up strong communication with everyone. The usage of digital, Internet-based learning and communication systems in instruction and education is increasing frequently. Millennials are progressively more inclined to digital culture. In view of this, essential questions are raised about the influence of digital media on improving the helpfulness of the teaching-learning process in universities and schools. New literacy is essential to deal with the influence of digital media technologies. Educators require discovering the most excellent practice of digital media.

### **Digital Media: Redefining Education in the 21st Century**

By means of digital technologies, teachers are able to get better participation of their students in studies and learning. Technological capabilities facilitate huge intellect of cooperation in the classroom and create good quality communication skills. The benefits of digital media





depend according to its usage from person to person.

Digital media has become a powerful means of connecting, communicating, creating, and learning among students. Internet of things (IoT) has radically transformed the condition of education in the country over the past few years. Digitalization has brought in modern methods of teaching inside and outside the classrooms. Technology in the 21st century is bringing dramatic changes in our lives. It is hard to imagine life without smartphones and internet. The Indian government is also pushing the agenda of integrating technology into education at all levels through its Digital India program.

Educational entities are migrating from traditional mediums of teaching to more sophisticated methodologies involving the use of digital media technologies. Institutes are gradually introducing digital practices. Computer-based learning has become common in the education domain. Examinations are no longer limited to pen and paper. Learning also no longer revolves around the ability to just read, write and cram syllabus.

Digital media is now the new driver of change. Growth of exponential technologies such as artificial intelligence, robotics, nanotechnology etc. is bringing resounding impact on the evolution of education. These growth drivers are also changing employment dynamics as new skills and understanding are required to meet the future demands of the job industry. That is why educational institutes are compelled to incorporate digitization in the learning process to impart critical thinking, innovation, collaboration and problem-solving traits in students. The curriculum should also focus on innovations in technology and the general

skills required to deal with modern businesses. Such transformational changes due to digital media are bound to take education to a higher level.

Advantages of online education One of the advantages is that students usually learn more in less time when receiving computer-based instruction and they like classes more and develop more positive attitudes toward computers in computer-based classes. Students can independently solve problems. There are no intrinsic age-based restrictions on difficulty level, i.e. students can go at their own pace. Students editing their written work on word processors improve the quality of their writing. According to some studies, the students are better at critiquing and editing written work that is exchanged over a computer network with students they know. Studies completed in "computer intensive" settings found increases in student-centric, cooperative and higher order learning, writing skills, problem solving, and using technology. In addition, attitudes toward technology as a learning tool by parents, students and teachers are also improved. Employers' acceptance of online education has risen over time. More than 50% of human resource managers SHRM surveyed for an August 2010 report said that if two candidates with the same level of experience were applying for a job, it would not have any kind of effect whether the candidate's obtained degree was acquired through an online or a traditional school. Seventy-nine percent said they had employed a candidate with an online degree in the past 12 months. However, 66% said candidates who get degrees online were not seen as positively as a job applicant with traditional degrees. The use of educational apps generally has positive effect on learning. Pre and post-tests



reveal that the use of apps on mobile devices reduces the achievement gap between struggling and average students. Some educational apps improve group work by allowing students to receive feedback on answers and promoting collaboration in solving problems. Mobile devices and apps have also been shown to assist in the education of disabled students, with one study reporting increased engagement and accelerated comprehension and learning. Disadvantages of online education New technologies are frequently accompanied by unrealistic hype and promise regarding their transformative power to change education for the better or in allowing better educational opportunities to reach the masses. Examples include silent film, broadcast radio, and television, none of which have maintained much of a foothold in the daily practices of mainstream, formal education. Actuality, it is not an idea for more consideration but a necessity of paramount and urgent importance. Moreover, the framework that guides our educators' beliefs and actions is important, because this framework will guide the style of the programs of digital media that are implemented, as well as the new kinds of learning cultures that will emerge from their realization. Educators need to continue to help students become active participants as well as authors of their own identity and creativity. The act of learning, along with new literacy, should develop informed, reflective, and engaged members of society, essential to becoming a modern citizen. These issues are central to the experience of growing up in a world full of mass media, personal recognition, diverse cultures, and digital media.

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## వడలి రాధాకృష్ణ రచనల్లో కథాకథనం - సామాజిక స్పృహ

డా॥ లంకిపల్లె జ్యోతీశ్వర నాయుడు,  
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తెలుగు సాహితీ క్షేత్రంలో ప్రాచీన కాలం నుండి అనేకానేక సాహితీ సృజనాత్మక ప్రక్రియలు వెలువడ్డాయి. అందులో కథానిక ఒకటి. విషయ ప్రధాన క్లుప్తత కలిగి పాఠకుల హృదయాంతరాలను కదిలించగల భావేశం వీటి ప్రత్యేకత. ఆ విలక్షణమైన శైలితో రచింపబడినవే వడలి రాధాకృష్ణ కథలు.

వడలి రాధాకృష్ణ మంచి సాహితీ వ్యక్తిత్వం కలవారు. కథకుడిగా, కవిగా నటుడిగా భిన్నరీతులలో ప్రతిభ కలవారు. అతను చేపట్టిన అన్ని ప్రక్రియలలో పాఠకులకు ఆలోచన కలిగించే విధంగా సామాజిక చైతన్యం తేవాలన్నదే ఈయన రచనల్లో కనిపిస్తుంది.

**ఇతివృత్త పరిచయం :-** ఉమ్మడి అవగాహన, కట్టుబాట్లు సంప్రదాయం, గౌరవం పట్ల అందరికీ అవగాహన ఉన్న గ్రామాన్ని దత్తత తీసుకొని ఉద్ధరిద్దామనుకున్న లండన్ డాక్టరు గారు తానే ఆ ఊరికి దత్తుడైన వైనం చెప్పిన 'మనసు మూలాల్లోకి' కథ. విదేశీ వ్యామోహం నుండి విముక్తులై గాంధీ గారి గ్రామ స్వరాజ్య బాటలోకి రావాల్సిన ఆవశ్యకతను ఈ తరానికి తెలియజేస్తుంది.

కులం, మతం, భాష, ప్రాంతం అంటూ గిరిగిసి కూర్చున్నప్పుడు మనసు విశాలం కాదు. వీటిని అధిగమించినప్పుడు మనిషి మనిషిగా మారగలడు అన్న సత్యాన్ని హృద్యంగా చెప్పిన మంచి కథ 'జీవిత సశేషం'. 'జీవనది' కథలో తాను కోరుకున్న వ్యక్తి తనకు దక్కనప్పుడు దక్కిన వ్యక్తిని గురించి హీనంగా హేళనగా మాట్లాడడం, అతగాడు నీచంగా ఉండాలని కోరుకోవడం మానవ బలహీనత. కానీ ఆ వ్యక్తి సంస్కారం చూశాక తన చిన్నతనం అర్థమౌతుంది ఇందులో.

భార్యను, కుమార్తెను కోల్పోయిన రాఘవేంద్రరావు తన తల్లిని చూసుకోవడానికి ఆడదిక్కుండాని అందరి ఒత్తిడితో పెళ్లికి ఒప్పుకుంటాడు. రూపవతి అయిన ఆమె దైన్యస్థితిని ఆసరా చేసుకొని పెళ్లాడడం ఇష్టం లేక తన కొడుక్కిచ్చి వివాహం జరిపిస్తాడు. అతనిని ఎంతో సంస్కారవంతునిగా చెప్పిన కథ 'పూలవాన'. ప్రపంచీకరణ ప్రభావంతో కోస్తా తీరప్రాంతాల్లో పచ్చగా కలకల్లాడే పంట పొలాలు కనుమరుగై పోయి రొయ్యల కయ్యలు విస్తరించి, మధ్య దళారీలు లక్షాధికారులై ఉత్పత్తిదారులు బికారీలుగా మారిపోతున్న విధానాన్ని తెలియజేసే కథ 'తొలిపొద్దు కల'. ఇంట్లోని ఖాళీ పోర్షన్ అద్దెకిచ్చినట్లు తన గర్భసంచిన పదినెలల పాటు కిరాయి పిండాన్ని పోషించి, బిడ్డను కనిపెట్టేందుకు మాతృత్వపు మమకారాన్ని పణంగా పెట్టిన కథ 'నింగి నీడలు'.

తల్లిదండ్రుల మాటకాదని ప్రేమించిన యువతిని పెళ్లాడి విధివంచితుడైన కొడుకు, అతని పిల్లలు,



అతని ఓదార్పు కోసం, పసిపిల్లల రక్షణ కోసం పరిస్థితుల ప్రభావాన గడ్డ కట్టిన రాయిగా మారినా తరువాత పెద్దలు బాధ్యత గురైరిగి ప్రవర్తించిన తీరు తెలిపిన కథ 'చలువరాయి'. 'ముసురు'లో తండ్రి నిరంకుశ, నిర్లక్ష్య ప్రవర్తన పట్ల విరక్తి పెంచుకున్న కొడుకు కన్పిస్తాడు. పెద్దల బాధ్యతారాహిత్యం కుటుంబ వ్యవస్థని ఎంత ప్రమాదకర పరిస్థితిలోకి తోస్తుందో వివరించే ప్రభోధ్యాకమైన కథ. అభిప్రాయాలు కలవక విడిపోయిన దంపతులు తిరిగి ఒకటవ్వాలన్న ఆలోచన వచ్చినా, మంచి స్నేహితులుగానే మిగిలి పోవాలనుకునే ఇతివృత్తం గల కథ 'ఇలానే బాగుంది'. ఇంట్లో ఏదిపోయినా పని పనిషిని అనుమానించడం మామూలు. అది ఇంటి దొంగ పని అని తెలిసినా పైకి చెప్పుకోలేక మానసిక క్షోభకు గురౌతామని తెలిపే కథ 'దొంగ'.

ఇవేగాక ఇంకా అనేకమైన ఇతివృత్తాలు మనకు వదలి రాధాకృష్ణ కథల్లో కన్పిస్తాయి.

కథను ప్రసన్నంగా నలుగురుకు అర్థమయ్యే రీతిలో వ్రాయడంలో ఆయనకు ఆయనే సాటి. 'అల్పాక్షరాల్లో అనల్పార్థ రచన' అన్నట్లు వదలి రాధాకృష్ణ కథలలో క్లుప్తత చోటు చేసుకొని పాఠకుల మన్ననలను పొందింది. వదలి రాధాకృష్ణకు కవిగా, కథకుడిగా ప్రత్యేక గుర్తింపు ఉంది. ఈయన కథలు రాశిలో తక్కువైనా వాసిలో గొప్పవి, ప్రముఖమైనవి. దానికి కారణం రాధాకృష్ణ కథలలోని వాస్తవ జీవిత చిత్రణమే. ఈయన తన కథలలో సమాజంలో ఉన్న అన్ని రకాలైన సమస్యలను ఎత్తి చూపించే ప్రయత్నం చేశారు. ఈ ప్రయత్నంలో భాగంగా కొన్ని సమస్యలకు పరిష్కార మార్గాలను కూడా చూపించారు. వదలి రాధాకృష్ణ కథలలో మరో గొప్ప లక్షణం సామాజిక స్పృహ కలిగి ఉండటం. వాస్తవికతను విస్మరించిన వాళ్ళ స్థితిని గ్రహించి వదలి రాధాకృష్ణ మధ్య తరగతి జీవన స్థితి గతులను వివరిస్తూనే, వ్యవస్థలోని లోపాలను ఎత్తి చూపించారు. ఈయన కథలలో పాత్రలు చాలా భాగం సమాజానికి మన వంతు సాయం ఎంతో కొంత చేద్దామనే భావనకు లోనయ్యేవి.

ఈ విధంగా సమాజంలో సభ్యునిగానే గాక కథకుడిగా తమ వంతు బాధ్యతను నిర్వహించి ఉత్తమ కథకుల కోవలోకి చేరారు వదలి రాధాకృష్ణ.

**సామాజిక స్పృహ:** సర్వ సాధారణంగా రచయితలు తాము తీసుకునే ఇతివృత్తం ఎప్పుడూ సంఘ సంబంధమైనవే ఉంటాయి. అంటే తన చుట్టూ ఉన్న సమాజ సంబంధమైన, వాస్తవమైన గాఢలకు కొండంత కల్పన జోడించి రచించే ఇతివృత్తమే వస్తువు కావటం జరుగుతుంది. కాబట్టి సామాజిక స్పృహ అనేది రచయిత వాస్తవికమైనపరిధిలో నుంచే ఇతివృత్తాన్ని స్వీకరించినట్లు ధృవీకరించవచ్చు. అయితే వాస్తవంతోపాటు అయా రకాలయిన ప్రక్రియల్లో పరిశోధనా పరిధి మేర వినిపించడమే ఒక ప్రత్యేకత ఇది. పరిశోధకుల పరిణతి మేర జరిగే విభజన.

సామాజిక స్పృహ అంటే సంఘ సంబంధమైన జ్ఞప్తి, ఇచ్చ, గాఢమైన కోరిక అనేది నిఘంటువులోని అర్థాలు. 'రియలిజమ్' అనే ఆంగ్ల పదానికి తెలుగు వాస్తవికత అంటే స్థూలంగా జీవితాన్ని ఉన్నదున్నట్లుగా చిత్రించడం అనవచ్చు. ఇందులో కనిపించే సాహిత్యం లో కళ్ళకు కట్టేటట్లు వ్రాయడం అనవచ్చు.

అంటే రచయిత తాను అహరహం సామాజిక జీవనని, సమాజం లేనిదే తాను లేనని తన ఉ నికిని, తన భద్రత, తన అభ్యుదయం, సర్వస్వ సమాజ శ్రేయస్సు మీదనే ఆధారపడి ఉంటాయని అలాంటి శ్రేయస్సును చేకూర్చడానికి తాను ఒక సమిధను సమర్పించాలని నిరంతరం సమాజ సంబంధ చైతన్యంతో



జీవిస్తూ, తద్గత భావనలో నిమగ్నుడై తదను గుణమైన రచన చేస్తే అలాంటి రచన సామాజిక స్పృహ లేక చైతన్యం గల రచనగా ప్రశంసించబడుతుంది.

మానవ జీవితంలోని ఒక వర్గానికి చెందిన వ్యక్తి ఆ వర్గంతో తనకు గల సంబంధ బాంధవ్యాలను గురించిన స్పృహను ఇతర వర్గంలోని సభ్యులతో ఏర్పరచుకొన్న సంబంధ బాంధవ్యాలను గురించిన స్పృహను “సామాజిక స్పృహ”ను అని సాధారణంగా భావించవచ్చు. కాని ఈ పదానికి ఇంకా విస్తృతమైన అర్థం ఉంది. ఒక వర్గం మొత్తంగా ఇతర వర్గాలతో వ్యవహరించే తీరు, ఇతరులతో పెట్టుకునే సంబంధ బాంధవ్యాల పద్ధతి మొదలైనవన్నీ ఈ సామాజిక స్పృహకు చెందినవే.

వ్యక్తి మానసిక వ్యవస్థను ప్రభావితం చేసే సమాజంలోని సమకాలీన సంఘటనలే రచనా రూపంలో హృద్యంగా రూపుదిద్దుకుంటాయి. అట్టి రచనలు రసజ్ఞ హృదయాల్ని రంజింపచేస్తాయి. రచనల్లోని మానవత, నైతిక విలువలు తోణగిసలాడతాయి. అట్టిదే సామాజిక స్పృహను సంతరించుకున్నవిగా మనం చెప్పుకుంటాం. మానవుడు నిర్మించిన నీతి నియమాలలో అతని ఆదేశం ప్రకారం సమాజంలో స్త్రీ కి ఎన్నడూ సమానత్వం రాదు. స్త్రీ మగవాడిపైనే ఆధారపడి ఉంటుంది. అదే ఆడదానికి పెద్ద శాపంగా భావించి తరతరాలుగా మగాడి దుర్నీతి ముందు ఆడతనం బోల్తాపడుతుందన్న నిజం “నాదారి ఇటు” కథ ద్వారా మరోసారి నిజమైందని ఎదుటి వ్యక్తిని పిచ్చి ప్రేమతో పిచ్చిగా ఆరాధించి మోసపోరాడని రచయిత తెలియజేస్తున్నాడు.

సమాజంలో ప్రతి తల్లిదండ్రులు తమ కూతుళ్ళు పెళ్లి విషయంలో తమకన్నా ఎక్కువ స్థాయిలో ఉన్న వారికి, తమ బిడ్డల కన్నా ఎక్కువ చదువుకున్న వారు కావాలని చూస్తున్నారు. వారు ఆ స్థాయికి తగిన వరకట్నం ఇవ్వలేకపోతున్నామని బాధపడుతున్నారే తప్ప, స్థాయికి తగిన వారు, తక్కువ చదువుకున్న వారికి చూడడం లేదని, వరకట్న సమస్య వలన ఎందరో స్త్రీలు బాధపడుతున్నారని, ఈ దురాచారమును రూపుమాపుటకు నేటి యువత నడుం బిగించాలని “ఒకరాగం” కథ ద్వారా తెలియచున్నది.

సమాజంలో సుందరంలాంటి ప్రతిభ, సామర్థ్యములున్న వారి పేర్లు దురదృష్టమనే పేరుతో మరుగునపడుతున్నాయని, హోదాలో ఉన్న కొంతమంది స్వార్థపరులు మరుగునపడిన ఇలాంటి వారిని వినియోగించుకుంటూ సమాజంలో వారి పేరు ప్రఖ్యాతలు పెంచుకొంటున్నారని పత్రికలు కూడా రచనలోని విషయ సామర్థ్యమును బట్టి కాకుండా రచనలు వ్రాసే వ్యక్తి హోదాను బట్టి ముద్రిస్తున్నారని “ది రైటర్” కథ ద్వారా రచయిత సమాజానికి తెలియజేస్తున్నారు.

ఉన్నతమైన భావ సంస్కారం, విస్తృతమైన లోకజ్ఞత, పరిశీలన, మానవతా ధృక్పథం, సమాజాధ్యయనం ఇవన్నీ ఒక వ్యక్తిని గొప్ప కథకుడిగా తీర్చిదిద్దే లక్షణాలు. తన చుట్టూ కనపడే, కనబడని, సమాజాన్ని, సమస్యలను సమర్థవంతమైన రీతిలో చక్కని కథనంతో అక్షరీకరించారు రాధాకృష్ణ. సమాజావసరాలకు, మారిపోతున్నవిలువలకు, పరిస్థితులకు అనుగుణంగా తమ ఆలోచనా శక్తికి పదును పెట్టుకుంటూపోతున్నా రాధాకృష్ణ అనతి కాలంలోనే ప్రముఖ రచయితల స్థాయిని చేరుకున్నారు.

- ఆధార గ్రంథాలు :
1. జీవనది కథాసంపుటి
  2. అంతర్వేతనం కథా సంపుటి
  3. గూటిపడవ కథా సంపుటి









aADAKESEA SUE CUMA D JAWAI COWAIPPE Sgpa oAE AZPAA-VVA? D YAMBA AATA OFEJER OKACGA AZA UVA AKUMA d«ZIGE EGSO AZAZIPEAQIB EzFEAZA GZAGUAIAIAA AIAUAA, AKKAAVA JPIYETI, CFAGI ZUADUMAR AA I KEAI ELQZAUPE APEZPA AAPAIA ABE SAZEELQZAZAN AOA AATA CA AAIAPHJA JASAZER PREQA EEAI IPKESAZA.

GYZAVE POGJA VPA YA PUKA APEPA AATA ZKADAIAGEAB EEAJAO WAABE PZPAI DE VMAPA APAB ELQZAVABE F ONEP EGK VAVGAIAGJA AOA AOA PAVUMKAB UPAA ZAUA CZPE GVVA ZFEGAIIVBE CAJA YAI UKA FEAPZPE, AATA ZPADAIIZAZPE MJE UD, AAEA YAO AEUUMAS PAVUMA eAUWAPGAT ZPE MAVAVUMKAB YJ ZA OZA PAEP MAZA WA EAIERAB CEAJ J AUAVPE EAVP PAVUMKAB PAQASGA A PEA AATA YAVUMKAB avUkAZA ER AATA DEAAUPA VE VMI AZA JUPAI ANUE J JAS YAB JZAGAVABE F ONEP CZ A UAKAA T AUOZ AATA AEBJPE VELEZA DZ APE YAB AUMKAB OAGAVBE JASAZHPE JGJA AAWO CAVAIAB YKAZAZA IIAAZA ZKADAIAGPE PREQA EAVP AEWAWUMA PO AAEERASAZER AEUATAA CUMKZI

MATA AATAAEAVZIG CEAE PIAAV MUA O Ei AQEI COPAAAIIVGT APAS AAE AIAPE J OPE AA JAWBE EXA MAZA JEPAPA AAADOT AUPE PEA AAZP AUMKAB PAGT A? AEEB AIAEI FEOR E YABGP AZA EEEB EI D YI AATAIR JAS «RAIEA OBAZA PAOIZAN dUWEEAZAVI O BAWBE AAEKAA JA K AWPE CAIJ PZA OAIIA GAIAI AJ AIA O MUME CZ A EEP A-AVA. AATAIGJA CUMA AOBZE PEKAVABE CAJA AMDEUE CAJA ZPAD PAGT AVZAIIA? CXP A VPA ZPADZAI PJ VAV CAJA CEAE PAAGT A? CXP A BAIIA AV AATA ZPADUAGUUMA PAGTG? T AEI GPKAIA A AmAPi aID I PAZASJ CUMKAZA PEA AOPPE PAGT AUAA CUMKGF O EAVPI AVVAZA COPAAUMKAZA SOKA PAKF YA PA JAZA YJ UTA PINGA A F PAZASJ KIBZA EW OAZA PA ZA SANU AGI QVAV DZIGE PREQA CZ dUWEEAZAVI JOZ A PEA O PUMKAB UPAA ZAUA J KEA MAZAPHI AATAZPAO DZAPA PAOP KEACPEVPA PUMKAWBA AAZA PAT AVBE

E APEI MAZA YJ YET O ZPADAA COPAA JASAZA AIGAI «PIIA. JAE AAIPIHAT UKEAQA ZPADUMKAB EGA AAVE E AKKAEPE FEAYZKAPUMKGS AZA. YPAC AOP NIZIQA PAOZA E AKKUME FVAAE E AKKUME EJA E PAOPBAT CEAPA AWA JZAE E AKKAA MVAUE VGP AJ UAA YUUMA ANPEAQA VP AZA daAZA E APEI JAZA AVPEVAVWBA AZA AAEA AATA EBPE AOA UKEAZPUMKUE PAGT AVGA AZKE AVPE DZIBE MAZA ZPAO SOMA PRAA PA AKAIIA O dUMKEA JGQEA ZEQZPAO AV AAEERSGA APAZIBE CZHPE KEAZHME MVAIA CAJUMA ECHGA A PPA. KPABIBE AIAAZA MAZA ZPAD CZ A ME ZPE DEHJP AVGT ZIBE GZAGP AUAK O CAVAIAB DZAPPHAZA HJZPE CZ OZAVZAV, AAE ZPE E AAZPAD CGAI DEFJ UAZA «AMP AV KEAEU PKA» PA O ZPAD JAZA APEZPA EA OAI R OAYJA EA OZAI ELQZASA CZ

eAUWAPGAT OUME CAVEA OZAI AKTAAZAV E AAYEB JZAJ AWBA AARA CAJUMKAZHBE YEVA CEUMKAB E AA SUE AERGA A VAA PPEUUA. EAVPA VAA PPEUUMKAB KEAU AR PA EGA MAZA AIAD A ZIBE D ZPADZAI A KPA «PIAIAUMKAB DZPAO HJKA AV NZAUGA AAZI EQA AZA. EAVAPUER E F «PIAIZPE CAASAA YA PUKA ZFEGAIIVBE DZIBE PEKZPE YJ W AEAZFAIAI AVZ PEKZPE SGAIAWBA AATA AAZEAIAERB PEKQPE YJ ZAI ZPHAZA «AABPJ AZI PEUWIPPEARGA A ARPJA E AKKAE ASAZI YA AVAIAE PA SGT ZIBI KEI U A E APEI JASAZDVA E APEIEMA MAZA AUA JASAZA MEPI

eAUWAPGAT PE REGMAVAIAE PEA AATA APEI ARPJA VPA AVVAZPE E AA ZFEGLUMKAB VAV UBA APE AAZP UUMA YAVB AARPAUVBE CXP A E APEI SUE CYKAZGZAJ AUMKAB PAZPEVA AATAIGPE UKEAZPUMKAB CXP A E APEI «PIAIZPE CAAEKGS AZA. KPABIBE OBAEA AATAIGJA VPA





aAPMEAB „AAAGa oAPADUMUME oZARAo aazhAUMUE PMA» „AVAgE oEIEA aAPMA DZaPA ZPit  
YqAIANAVtA aazhAUMUE zA«AOPA ZPit YqAIANAVAgE DzhE E „AAZP1 oEGSAZA AiAAAZA MSa  
AAIA «ZAYOU aA oP AZI YEUASgA fAaEA Zj vE SUE YAb oAQZjE „PAXD aAZA GvHA 1UAaKoe F  
Yj 1WUE aARPAgt ZA«AOPA aazhAUMUE aAQa aAZPit aEAPPAV EozA EgaAZA. Co e YAOUMeAB  
GgA oEQAiAAAZPE oZAN YAbAARvE aQit AUAVZE F onEP e ZA«AOPA ZPit aEAPPAV EgaAPAZA  
njAPE aAQaAZA «gEAZA „AzAVe „A „AVZE

YANVA EACEA eAUWAgitZPe eAWZPAOUMAS „AZA aAkoe „PAAEP AV „PAAZDA dEgE  
LPVA „AEfAAZA fAAEA EAgE APAZjE CavEAOo oUME aAZP AUWA YEAa Soma aARPA AUAVZE  
DzhE DAiAA „AAZAAiAZA ARPhA vPAA vPAA AUOZPjA SUE aEoAiANAV AV PkPAZASj UWA gEYzPe  
vPAA ZPAoAEAB JwbrzjE dEA „AAAEj UE EzA o1 vAYPAV „A „AUAVZE F onEP e E „APiEA PEO  
YBAeEUWA PKEqA PAAiAO aD»1, D aAEOPA vPAA ZPAoEAB YZAgA Yr „PA AiAWB „AVPE DZAOPA PEHQ  
PKA „AvzPe aAAIAYEo GZAIaAUPA PAgE „EVPAVGA aA PEOA YBAeEUWA e aAUWKEJ EA aAW  
YBAeEPj MAZA. EzA YPh1ZA oMA oPA PAVWA aAIeAgE oE „eAEPEAB aEP „PA PAgE aA-VA.  
E „AeAAI „AAzi” SgZA aA oP AZjA fAaEA Zj vE EzjPe Soma aARPAZA PAViANAVZAV, EzPE  
YEAZADUE (ZAdAgAUEq) gPhA aAEAB SgZAZjE CAViAA YBAeEZA AiEAdEA PAVWA MAZA  
aCOpP AZA E „AAEA PPAPE CEUA tAV gZEUEAQZj AZA EAUMUE e YZAgZA a „EAiA vEAZjE JZAV  
PATAVZE

F PAgE PAViAA J-AE „AAZAAiAZA ARPhA vPAA PAVWA e vPAA ZA«AOPA EAOPUMeAB  
YbAYC „AAV e AAIA ARPhA PKEqAD aAUOZPE EAgZA aAIeAIEA Ed „AUWUMeAB w1/2 „A CUMkZE  
CZj AZA aAIeI „AAZAAiAZAZA SACgAAXA aARPA aAiA ARPhA E „AAEA SUE PEHQZPe  
SgAiAAAVUA „PA. CzA „AZP AZjE CzEAZA CAgA vPAA „AAZAAiAPE aAVU PEHQ „AvPE aQAaA  
ZKEq PKEqAUAViAVZE E „AA Paj VA PEHQ Y „PUMUAV oAQAPWHA aUA YEAPEJ „i „AgID oP AZI,  
„AgACSAPji, aA oP AZi PMAo, PAK, CSAT igPAZI, gAEAEIZUAO aAVAZPjA SgZA Y „PWA  
PitUE oZjE Czj AZA aAIa „AvA EEQUO GEMA oAV vPAAAZjPe „AZA aKoe F onEP e  
eAUWAPjE oUME CavEAOoZA aIA»wAiAA PKEq J-AE ZPAOZPjA M1/2WUAV a „AA CUMkZE  
EOe AZjE EAVPA „YRDCAZA JZAGUA SoAZAZA PAAWUMUE PAgAVPA PAAWUMVAVPE EPjAVPA  
PAAWUMUE oZAUAA „A „PkgAVZE Czj AZA F SUE aAZPA oUME DZAOPA ARPA aAVU SgPAUAgjA  
JZAVPEVA CAEPV EZE

**DZAGAUWUWA:**

11. J „i.ZAZARgAPEAOI PA Zj vE aEZPaAZit -1997 (YA „A-10)
12. gAEAEI ZUAd-SAQAAiA PAK(YA „A-249)
13. qA oKPEE gAdARgAVI PAAGAUWA „APKE(YA „A-160), aE. aAZit -2011, EoA I-E  
YRPAUI oE „i, gAAEUGA
14. „A oP AZI-E „AA Paj VA vPAA aIA»w oEAUT Ar „A PqUE YEA aTA CEKAVPE



## Role of Digital Media in Social Engagement

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### Abstract:

Digital media allows for the exchange of information in a wide range of forms. The information can be for purposes such as entertainment, illustration or communication. "Digital" is defined as any data represented by a series of digits (1 and 0). "Media" refers to a method of broadcasting or communicating information. Digital media is the product of digital data processed electronically, stored as a file, and transmitted within computer systems and across networks. Digital media are the tools (websites, apps, etc.) that establish digital presence. The public wants to see digital media used to facilitate more effective business interactions and communication with government. Unlike traditional media, digital media is transmitted as digital data, which at its simplest involves digital cables or satellites sending binary signals. Whether individuals see the impact of increased digital media use as positive or negative depends greatly on where they live. As we move into the future, our day-to-day use of digital media will likely only increase, particularly as holographic and artificial intelligence (AI) technologies are developed and incorporated into our daily lives. Clearly, it is important to understand the opportunities and the risks in increased digital media usage, so that both industry and users can learn how best to exploit the benefits while mitigating the negative effects

**Key words:** *Exchange, Communications, Presence, Risks, Public.*

### 1. Introduction Digital Media :

In a world where nearly everything is becoming digitized and people spend an average of seven hours each day using the internet, digital media is becoming more important than ever. It's likely that you spend a significant amount of time each day interacting with digital media. In fact, by reading this paper, you're interacting with digital media.

The digital age began to unfold in the second half of the 20th century, as computer technology slowly infiltrated different industries and then moved into the public sphere. Yet analog technology

remained dominant even through the 1990s. In the years that followed, newspapers, magazines, radio, and broadcast television were still the primary means of communication, with fax machines and pagers becoming most people's first casual forays into the digital world.

Examples of digital media include software, digital images, digital video, video games, web pages and websites, social media, digital data and databases, digital audio such as MP3, electronic documents and electronic books.



## 2. Research work:

### Citizen Engagement via digital media has impact on government policy:

Digital media is a transformative technology that is dramatically changing the face of government. In large part due to citizen expectations, we're adapting to major changes in how we interact with and serve our citizens. And service is what government is all about. This is an exciting time to be in local government. Harnessing the power of digital media has the potential to re-engage citizens in their communities. So, let's consider a few questions on our evolving digital media path.

### 2a. Methodology:

All aspects of Information technology related articles, magazines were studied and detailed understanding has been arrived at taking care using following data

- 1).Primary Data
- 2).Secondary data

Extensively analysis has been done using available data from the Internet, print media and exclusive book references.

### 2b Findings:

Using appropriate digital platforms to build more open, transparent, participative local governments that are fundamentally collaborative. It also means facilitating appropriate information sharing – albeit, we're not advocating the widespread sharing of extremely sensitive data. We are instead suggesting that real-time citizen engagement can be facilitated

through use of digital media and access to information.

Determining what are basic applications and their potential pitfalls remains elusive. Yet this is a critically important task for public managers and their staff. Further, public sector employees must be sure that all levels of appointed and elected officials and staff have a comprehensive awareness of the implications of digital media as a tool for transparency in government and citizen engagement.

### 2c Suggestions:

Today, few of us use desktop computers. Most use a mobile device. In fact, 60 to 70 percent of Indian adults were using smart phones to access the Internet.

- Set up flexible and sustainable digital media systems, both in terms of staff resources and IT that can grow as your needs evolve
- Develop a formal digital media policy to ensure legal compliance and sufficient security of information
- Establish networks of open data systems to facilitate broader public engagement in problem solving.

## 3. Types of Digital Media:

The digital era, however, meant a whole new set of media transmission methods and devices, with more developed every year. These days, most types of digital media fit into one of these main subgroups:



**Audio:** Audio forms of digital media include digital radio stations, podcasts, and audio books. Tens of millions of Americans subscribe to digital radio services such as Apple Music, Spotify, Tidal, Pandora, and Sirius, which provide a wide range of musical stations and allow users to listen to databases of millions of songs on demand.

**Video:** Many digital media outlets are visual, from streaming movie and television services such as Netflix to virtual reality surgical simulators used in medical institutions. One of the biggest players in visual digital media is YouTube, which hosts billions of videos. Launched in 2005, the website is one of the most popular destinations on the web.

**Social media:** Social media includes sites such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat, which enable their users to interact with one another through text posts, photographs, and videos, leaving “likes” and comments to create conversations around pop culture, sports, news, politics, and the daily events of users’ lives.

**Advertising:** Advertisers have made their way into the digital media landscape, taking advantage of marketing partnerships and advertising space wherever possible. The internet has moved away from the use of pop-up and autoplay ads, which flooded early websites and drove away visitors. Instead, advertisers look toward native content and other methods of keeping consumers invested without overselling their product.

**News, literature:** Traditionally, people consumed text via books, print

newspapers, magazines, and the like. Even though digital media has proliferated, the desire for those kinds of reading experiences has endured. Research from the Pew Research Center indicates that 38% of adults in the U.S. read news online. The proliferation of literary websites, the popularity of resources like Wikipedia, and the rise of e-readers like the Kindle all further underline the continued importance of written work in digital media.

#### 4. Importance of Digital Media:

From a marketing perspective, digital media offers many benefits. Even if you are a relatively small World Heritage site, it offers a much more affordable way to reach a larger and more diverse audience. It also allows for shorter lead-time in the planning and implementation of campaigns.

Digital media is a transformative technology that is dramatically changing the face of government. In large part due to citizen expectations, we’re adapting to major changes in how we interact with and serve our citizens. And service is what government is all about. This is an exciting time to be in local government. Harnessing the power of digital media has the potential to re-engage citizens in their communities. So, let’s consider a few questions on our evolving digital media path.

- Provide general information to the public via a website.
- Enable citizens to contact government officials via a website.
- Allow people to complete tasks online.



- Provide information and alerts via social media like Twitter or Facebook.

### 5. Digital Media and Society:

The speed with which new forms of connectivity and communication are being incorporated into our everyday lives often gives us little time to stop and consider the social implications of those practices. Nonetheless, it is critically important that we do so, and this sociological introduction to the field of digital technologies is intended to enable a deeper understanding of their prominent role in everyday life.

The fundamental theoretical and ethical debates on the sociology of the digital media are presented in accessible summaries, ranging from economy and technology to criminology and sexuality.

Digital media also facilitates **interaction** across social, economic, cultural, political, religious and ideological boundaries, allowing for enhanced understanding. Many people access social media platforms to express empathy and receive support from friends and family, including in times of emotional distress.

### 6. Conclusion:

Going digital makes it so much easier to interact and communicate with new and existing customers. Using social media sites such as Facebook or Twitter allows customers to give their feedback on their experiences of your company and reassures them that their valued opinion is being heard and understood.

The world has picked up pace, and this so by leagues. One cannot simply afford to lose a day's track in order to keep himself updated with information. The world as we know it, changes daily. Here is always something happening. And the electronic devices that so loyally supply us with that information are digital media. And it is not just restricted to the internet. With all the applications and multimedia stored in the devices' disk and drives, digital media has a plethora of various applications. And they all have an impact.

Digital media has been an indispensable catalyst on the front of technological advancement and human growth. We can now sit at home, read all about any event, from any corner of the world, and the choice is all ours too! Not only news, digital media has provided a thousand more ways of entertainment and recreation. Amidst the criticism that it allows little or no physical exertion, there have been applications and devices created to provide physical and fitness development. Apart from that, digital media's impact has been worthy to take note of. It has not only provided a new dimension to our lifestyle, but has also led to the development of communication skills, and worldwide accessibility.

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## Karnatakada Rajakaranadalli Yadava Janangada Rajakiya Nayakatva: Ondu Aitihashika Vishleshane

-Vanaja

“PRAADI PIZHA GADPAGHATTA” e ANIZHA dEAAUZA GADQANA EAAIPVAE MAZM LwO 1PA «HIMU»

-Aid

ANIPPA YAZA APQA, GADZA, A «UA  
APADJ PA PA EA, EUVAE GA-560001

### 1.1; YAGHIE

Dyopa, ANIFPA OUA HPAE M AV » AZH/2C GAA ANIZHA ANAZANAA YAE EA AGHVA SAQPAI ANVA e MAZAVZAY EZAEAB UE/2, AAT ANIAUE, UE EA VA, VAGAPAGI, D»gi, EQEAEI, PEAEAGI, UVEDOGI, GERI ANAVAZA E AGANUA/2AZA PHEANA ANAVZAY PRAADI PIZHA e PAQAUEE GMAUEE JAS JAGANA ANUAQNU/2ZAY, E EGAQGA EQAA EA WPAL, WPAOUE GADQANA ANUA » ANA » PEANA EA E ANA ANAGANU/2ZAGAE ANAGANU 10 PIZHAPAO dEA AS EA AGA F ANAZANAA VAENZEA DZA «ZUO DZAGAE, YAZAW, FAEA «ZAEZA ANE PA DZAP ANAVAU YAE EA AGHVA ANAVVA EQAA EA PEARAVZVE. UE E ANADZA DZANAEA YAE ANAZA e GADQANA ANAVVA YAE ANA, ANASAVAV UANAVAV, ANAZANAA AV YAJ ZA ANAZA EAC EA CUAVAVZVE. ZEAZA PRAANANAJ -AZA PAZAGAZAGUE J e GADQANA ANAE EGMA F ANAZANAA DANIA GADZA ANAZANAA ANAVAEACUE EGVAGUE VAEB ANE YAGAYAGAEANAB ANAVVA D1 VAEANAB G1/2 PAVANARGANAZEA EZAG «HIMAVZVE. YANAYAE E ANAV -AZA DYANA ANUO AV PAAO » 1ZAY YAGANA ANE ANAZA e CZAGAE PRAADI PIZHA e CZAG GADQANA AVANAB YAJ ZA ANA ANE PA ANAZANAA C1UE ANAVAU GADQANA ANASAVANAB «ANAE ANAQI EAPAVZVE.

AGHVA e ANAVVA, YAE ANAZA GAVAVZAGAE e ANAVANAZAJ VA ANADAVZVE. F e ANAE EA ANAZA ZEAZA LqEANNAE OZNA ANA E ANAE OZNA. e ANA ANA CEAPA ZAZO «AZA ANAVVA/2UE JQEANAR PAVENAEANAZAGAE ANAZANAA AV, SAQPAI ANA «EAB DZAGAE ANAE PA ANAVVA, ZA «ADPA AV, GADQANA AV AGHVA ANA ANAVVA YAGAYAGAEANAB ZAVANUEE/2ZE. F » EAE ANA e ANIZHA CXHA UE E ANAZANAA PRAADI PIZHA e C ANASAV ANAZANAA AVZAY, F ANAVVA SZAPPA PRAADI PIZHA «Z ANAVVA e E «ZANANAA AVZAY «Z j ANA EA PEUVA, EQAA/2, EAQI E PAOT, DZAG -ZAGUVA CZANAEPE AE E AVZAY. SZ ANAVVA GADQANA ANE ANA, EZAVVA, EEZAJ PA ANAZA ANAVVA E ANAVVA «EAT ANA EA ANA j ANAVVA YAE ANA ANAVVA JAS AZAG PAJ VA CZANAEANAB VANAVVA ANAVVA AVZAUO F ANAVVA PAJ VA ANAE ANAZA CZANAE ANAQI ANAE PA AGHVA GADQANA ANO T O VAEANAB CZANAE ANAQI EAPAVZVE. PRAADI PIZHA GADGADPAGHATTA e CVAVVA YAE ANAZANAA AVGMA NPA UA, OUA -AVA, PAQAS ANAZANAA VAEACUE C » AZA ANE PA GADQANA ZANAPAGHATTA ANAVZAY MAZAN ANAZANAA AV, dEAAU AV ANIZHA ANAZANAA AVANAB CZANAE ANAQI EAPAVZVE.

ANAGI “dEAAUPENB PAJ VA PA EA EAE” JAS ANAZA e W/2 GAAV e ANAVVA EQAA E «ZAVGNA ANAVVA SUEANNA ANA «EA ANA EAPAVZVE. ANAE ANAZANAA YAE ANAZA e S ANASAV ANAZANAA S ANAVVA CZANAE e AGHVA ANA GADQANA e ANA G1/2 PAVANAR EAPAZAGAE GADQANA E ANAVVA YAE ANAVVA ANAVVA. E ANAVVA YAE ANAZANAA ANAZANAA ANA ANA » ZANAGAVVA ANAVVA









1.  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  eAw  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  S°  $\mu \text{m} \times \frac{1}{2} \mu \text{m}$ .
2.  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  gAdOAAIA  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  eEAA-E  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  ©AgAAVZÉ.
3. EAUJ APigAt, eAUwAPigAt, SÁ, AVAPigAt aAA, A°AAZAAIAZÁ DZAgA «ZAgAAV/EAA S°AAAnUÉ  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$ » qAzÉ EgnA°AZÁ.
4. gAAgAdPAgAt, gAdgAdPAgAt °AUAA, NUZAAIA gAdPAgAtUVA° e°AAAgA«ZÉ.
5.  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  eE«ZÁPAAIA  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  AgAAAgEAAEAA EÉAAAgAA°A AñAZá°A, A°AAZAAIAZÁ F °AUZÁ gAdOAAIA EAAAPVIZÁ CzAAEAZÁ °AAE°PA  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  e gAdOAAIA EAAAPVIZÁ eEAA-E ©AgAS°AAZÁZÁ  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  CAZÁF, AA°AZVZÉ.

**AA±EÁZEEAIA «ZÁEA**

“PÉÁÖI PÁZÁ° e AñAZá°A dEAAUAZÁ gAdOAAIA EAAAPVIZÁ SUEI vAA°AAPEgAA °AAVAA avAZAAUÖF-EAIA MAZÁ CzAAEAZÁ” JAS «AAAPAI AASACU ZAAVÉ, AA±EÁZEEAIA CzAAEAZÁ° e Lw°Á°PA, °EÁE°PA, «EÁAAVAA «ZÁEAAV/EAA DVA°Ar 1PEE/Ar AVZÉ.

**1  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  «ZÁEA**

$\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  AA±EÁZEEAIA° e vAA°AAPEgAA °AAVAA avAZAAUÖF-EAIA gAdOAAIA EAAAPVIZÁ °AAVAA «ZÁEA» °AAVAA, °EÁEPA, A°AA, AZÁ, AgAA, «ZÁEA, A°AA, AZÁ, AgAA, f°AAI °AAI AZÁ, AgAA «ZÁEA» °AAVAA° e PAAIAÖ°AA° AgAA, AAZAAEÁ, C°AA-EÁEAPAECAZAA eEYAA°PA CzAAEAZÁ °AAVAA °AAE°PA °AAVAA «ZÁEA» °AAVAA, AAUAÖ°AAUÉ °AAVAA °AAVAA.

**2 C°vAAIA CxPÁ DEAAVPA °AAE°PA**

C°vAAIA °AAE°PA °AAVAA «ZÁEA» wAAEAA PÉÁÖI PA °AAVAA «ZÁEA» °AAVAA, °EAAV/EAA «ZÁEA» °AAVAA, «ÄYPI, ÉE, EER, L, ÁPI °AAV/E EAUgA PÉAZAAZAA°AA, AA±EÁZEEA °EAREAAVAA dEAAUtw AgACUAA °AAVAA° PAUAA °AAVAA °EAPVIZÁ, Á» vAAVAA CAVÖEÁ°ZÁ °AAE°PA AASACU ZÁ «AAIAZÁ SUEI °AAVAA» w AAUAÖ°AAUÉ °AAVAA °AAVAA.

**AA±EÁZEEAIA °AAVAA**

1. AASACU ZÁ PÉWUVA °AA, AA°:  $\mu \text{m} \times \frac{1}{2} \mu \text{m}$
2.  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  eEÁE°PA CzAAEAAEAA°A «AAVAA
3. AñAZá°A dEAAUA°AAEAA °C°AAVAV CxÉÖ, AA°A° e EAA°A, A°AA, ÉA

**AA»vAA  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$**

PÉÁÖI PÁZÁ  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  SAQPAI AOVAA° e MAZÁZÁ AñAZá°A, A°AAZAAIAIA  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  gAdOAAIA AASACU ZAAVÉ.

1. °Ezi «EAAAdgAAIA °AAVAA CEAAVAPVIZÁ CAVAAji -The mysore Tribe and caste- PÉWAA °EÁE, EAA, A°AA, A°AAZÁ DqAAVZÁ° e SAQPAI AOVAA °AAV/E EAAVAA DqAAVZÁ eEAA-E ©Aj ZÁ  $\frac{1}{2} \mu \text{m} \times \frac{1}{2} \mu \text{m}$  CzAgA°E e AñAZá°A, A°AAZAAIA DqAAVZÁ GEAA °AAZAAV/EAA, A°AAVAA°AV «AA» 1gAA°A SUEI ZAAÖZÉ.







PEJAJYI EA EAC «AAAOtA WAI PAaA aAqjOm AV 15 @Pa «AAAOtA EAVPEUVA GvAzAEFAA ,AAxkOzAVzAV, 2017-18EA ,A EA E EzAEAB 35 @PPE «AgAEUEE1 AzAj ,A EA E MmAgE 36,89,705 «AAAOtA EAVPEUVA GvAzAE DVZAV, vAvAgAA GvAzAE «AgAA F PEVPAQAawzE.

**PEApA-1.1: EAC «AAAOtA WAI PAZ GvAzAEFAA «AgA**

vZUKA	2017-18	2018-19
f1O vZ	16,21,750	16,58,978
oZi.JYi vZ	14,91,820	14,70,913
aAgAd vZ	5,76,135	3,98,565
MI AO	36,76,135	35,28,456

**DzAg PEJAJYI EA aAqjOm AgA**

F aEA EA PEApA PEJAJYI EA EAC «AAAOtA WAI PAZ e GvAzAEFAAUAwGAaA vZAvAE. 2017-18ga e MI AO 36,76,135gAAO GvAzAEUEEARzE. EzAg e 16,21,750 eE1O vAv, 14,91,820 oZi.JYi vAv, 5,76,135 aAgAavAv «AAAOtAUAVAAB GvAzEzE. 2018-19EA ,A EA E 16,58,978 f1O «AAAOtA vAvUA GvAzAEUEVAAPMzAg aAE@PA vZAv ,AENPAAAB YaqEzAPEEARzE. 14,70,913 oZi.JYi vAvUA «AAAOtAUA GvAzAEUEEAQA JgAE EA ,AEAvA zE. «AAAOtA GvAzAEFAA ePEEFAA ,AENPAAAB aAgAavAvAA YaqEzAPEEARzE.

**PEApA-1.2: PEJAJYI EA «AAAOtAUAVAAB GvAzE1 OA MPVEI UVzUE «vAgUEAA «AA»w:**

vZUKA	PPAaA OA MPVEI UVzUE «vAgUE	Evbj UE «vAgUE
e1O vZ	14,98,350	1,440
oZi.JYi vZ	18,00,840	12,295
aAgAvZ	4,68,500	5,510
,A»A-i vZ	19,800	-
MI AO	37,87,490	19,245
MmAgE EAvZUKA	38,06,735	

**DzAg PEJAJYI EA aAqjOm AgA**

F aEA EA PEApA 1.2ga e PAEOI PA ,APAj OA GvAzAPAg aAAaAAQAvaAA EAC «AAAOtA WAI PAaA GvAzE1 vEAB CcAEzA e SgAAa OA MPVEI UVzUE «vAgUE aAvAgAAa «AA»wAAEAAB MVAUEEARzE. 2017-18EA ,A EA E 38,06,735 «AAAO EAVPEUVAAB «vAj ,A- AVzAV, EzAg e 37,87,490 EAVPEUVAAB PAEOI PA OA aAAQAvaAA aA; vAA OA EA MPVEI UVzUE aAAQA- AVzAV, 19,245 EAVPEUVAAB zEAzA EA EvAgE gAdzA «AAAOtA PEAAzUE «vAj ,A- AVzE.

source: Master copy of progress over the Years (1987-2018) History P.no-173.



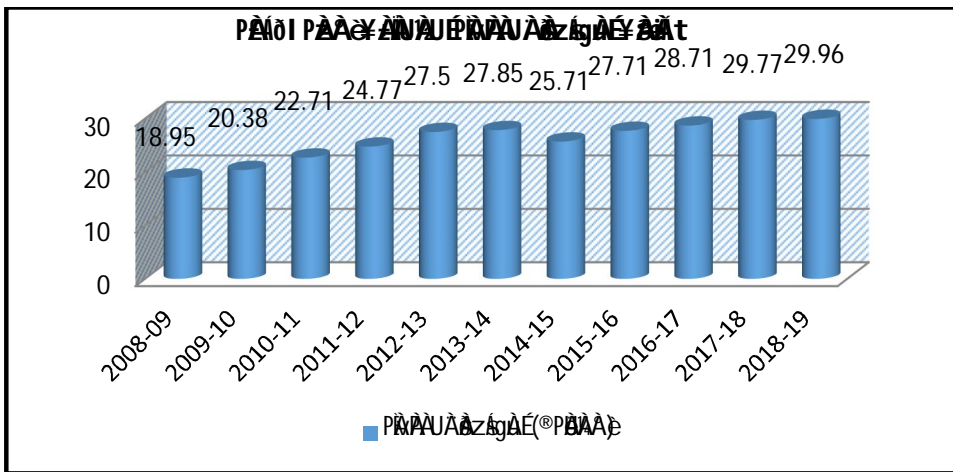
F azAA E A PEAAJAZA AAEPA EAAC «AAAAOtA PAAZABO «PABVA» e «AAAAOtAUVAEAB GvAZEE MAVNU ANAGAI ANArzA SUE ANA» wAAEAB MYAEArZE. 2008-09ga e 22,22,715 PEJAJYI «AAAAOtAUVAEAB GvAZEE ANArzAY, 21,35,800 «PABVAEAB ANAGAI ANAQAVZE.

PEAAJAZA-1.3: EAAC «AAAAOtA PAAZABO GvAZEE MAVNU ANAGAI 2008-2019

ajIDUKA	GvAZEE (ePUMR e)	ANAGAI (ePUMR e)
2008-09	22,22,715	21,35,800
2009-10	25,62,375	23,82,725
2010-11	29,04,875	28,99,775
2011-12	29,52,790	30,57,830
2012-13	35,39,565	35,52,254
2013-14	37,03,215	29,96,965
2014-15	36,89,145	34,69,627
2015-16	37,43,420	36,22,136
2016-17	37,39,780	37,24,095
2017-18	36,89,705	37,87,490
2018-2019	35,28,456	39,21,189

2012-13ga e 35,39,565 PEJAJYI «AAAAOtAUVAEAB GvAZEE ANArzAY EZAga e 35,52,254 «AAAAOtA EVAPEUVAEAB ANAGAI ANAQAVZE. 2016-17ga e 37,39,780 PEJAJYI «AAAAOtAUVAEAB GvAZEE ANArzAY, 37,24,095 «PABVAEAB ANAGAI A-ANA. 2018-19ga e F GvAZEEANA YABA tAM 35,28,456 «PABVAEAB ANAGAI ANAQAVZE. CzAGE EZAGA ANAGAI ZA YABA tAM 39,21,189 «PABVAEAB ANAGAI ANAQAVZE. CEACAZA CEAPEI PEJAJYI EAAC ANA «AAAAOtA EVAPEUVAEAB ANAGAI ANAQAVZE. EARPE EZANA AUVAWZE JASA ANZAEAB F PEAAJAZA ANAZAR ANAZE.

EFEd-1.1: PEAOI PZA e VAANUZE PAPA UA DZAGAE YABA t



PEJAJYI EA AqOM qK 2017-18, YAB 62.

DzAgK





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## Atmanirbhar Bharat Yojana: Vocal for Local

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### Abstract :

“Atmanirbhar Bharat” is the mission and vision of our prime minister Shri Narendra Modi ji to make India self-reliant. With the slogan “**vocal for local**” Modi ji called upon the people of the country to build a self-reliant India on 12<sup>th</sup> May 2020 & along with this, he announced economic package of 20 trillion to launch self-reliant India. This would benefit laborer’s, farmers, honest tax payers, MSMEs and the cottage industry. He said making the country self-reliant was the only way to make 21<sup>st</sup> century belong to India, “India should see the covid-19 pandemic crisis as an opportunity” , and focused on 5 fundamental pillars i.e. economy, infrastructure, technology driven system, vibrant demography and demand. Thus the steps taken by the government will not only improve the economic and social capacity of India but will also strengthen India’s position on its own. Atmanirbhar Bharat does not advocate self-centered system or protectionist system but there is a concern for the whole world’s happiness, cooperation and peace.

**Key words:** Covid-19, Atmanirbhar Bharat, self-reliance, local for vocal

Modi said, “1.30 cr Indians believe in the mission of Atmanirbhar Bharat. World’s best talents are in India. We will make the best of products, we shall improve on our quality and we will make our supply chain more modern. We can do this & we will do this.”

### Introduction

Atmanirbhar Bharat which means ‘self-reliant India’ or ‘self-sufficient India’ for making India a bigger & more important part of the global economy. To achieve this Self-reliant India- PM Narendra Modi came out with the slogans ‘vocal for local’, ‘local for global’ & ‘make for world’. Make in India is an initiative by the government of India to encourage companies to manufacture in India & incentivize dedicated investments into manufacturing launched by PM Modi in 2014. So ‘vocal for local’ is along with

‘Make in India’ which tells even the promotion of these products should take place so as to make those products competitive. Atmanirbhar Bharat is the new avatar of ‘Make in India’ movement with hashtag #vocalforlocal. The Prime Minister has given the mantra “vocal for local” to realize that dream for India and to ensure that every Indian commits themselves to the movement of Swadeshi. Self-reliance and ‘vocal for local’ serve each other.

### Local with quality



Self-reliance is directly connected to quality. Like all developing nation's the biggest challenge India face is improving the quality of its products to global standards. India has enough resources to do that, nature has blessed India abundantly. It is clear that the PM wants India to produce goods of a quality that not only reduces our dependence on imported goods, but also makes them well sought after globally while placing India amongst the foremost exporters of the world.

#### **Few companies that have gained from Atmanirbhar Bharat are**

##### **1) Micromax**

Micromax started off as a made in India success stories. It was ranked among the top 10 Global Handset Vendors, with a 1.8% market share for Q1,2015. But it lost out to Chinese handset manufactures such as Oppo, Vivo, Ghione & Redmi. Reports suggest by 2016, Micromax's market share had fallen to 9% in 2016 & 3.4% in 2018. Now Micromax has made a comeback, which unveiled a new 'made in India' smartphone series called 'IN'. The PLI scheme under the Atmanirbhar Bharat has been a welcome move by the company. Rahul Sharma, co-founder, Micromax said, "the new PLI scheme balances out foreign & Indian players. The support of 6% is big & with the govt support, we will be able to fight Chinese brands fiercely on the pricing front."

##### **2) Eveready Battery**

The battery manufactures reported a 3 fold jump in consolidated net profit to Rs 57.22cr for Q2,FY21, helped by improved gross margins & lower cost operation. The company had posted a new net profit of Rs18.11cr in July to sep 2019. The company's performance was aided by the Burao of Indian standards

Implementation of Quality Standards by BIS. It led to import of Chinese battery diminish greatly. Eveready industries MD Amritanshu Khaitan stated that "the industry is likely to witness 5%-7% volume growth in the coming year.

##### **3) Bharath Electronics**

The defensepublic sector undertakings decision to branch out to manufacturing ventilators saw sizable revenue from ventilators sales in the second quarter. Reporters suggest during the last quarter revenues grew 19% yoy while EBITDA was up by 14%. Bharat Electronics has a diverse business presence. It is into varied defense communication products, naval systems, electronic warfare systems, weapons system & so on. MV Gowtham, CMD, BEL, stated, "the 'Atmanirbhar Bharat' plan of the govt of India is propelling a big boost in the Indian defense industry. This year we have already got in excess of Rs 5000cr of orders in the first half & we are in a very advanced stage of negotiation for another Rs 8000-9000 cr. We are quite confident that this yr. also. We will acquire orders in excess of Rs13000-15000cr."

#### **Support for local products**

Along with the growing of the big industries, there is a greater focus on supporting local products. For an economically independent India, we need to rise to the occasion & support our local business. We need to create products & services that are made in India, made for India & also made for the world. Therefore there needs to be refocus on strategies from being profit driven to becoming more people centric. Along with purchasing local products they need to be actively promoted & marketed. We need to encourage local manufacturing to improve supply chains across the country



& boost the economy we need to revive local industries that were previously taken for granted. It is time to usher in economic policies that produce sustainable income, aid in job creation & re-energize the local economy. The positive effect of vocal for local has been seen during the Diwali festival season. People of the country appreciated local products and purchased local made diya and many other things used in Diwali instead of Chinese products. It can be anticipated by the support of such large number of people in vocal for local during this festival season that this new initiative will strengthen the local market and economy of the country. Diwali this year has spelt good business for traders after month of subdued demand. The confederation of All India Traders(CAIT) said, "merchants recorded sales of around Rs 72000 Cr this Diwali across major markets in the country and gave China the expected loss of Rs 40000 Cr. According to the traders' body, the business was carried this year' Diwali with no Chinese goods on sale amid CAIT's call to boycott Chinese goods.

### **Boycott china for going vocal for local**

Traders' body CAIT on Sunday said it would launch a nationwide campaign to boycott Chinese goods across the country from June 10. The campaign call by the Confederation of All India Traders(CAIT), which claims to represent 7 Cr traders and 40000 trade associations, comes amid border tension between India and China. Under the campaign, CAIT will not only motivate traders to not sell Chinese goods but also urge Indian consumers to buy indigenous products in place of Chinese goods, and in this way Prime Minister Narendra Modi's call 'vocal for local' will also be fructified.

We can see India-China trade relation through these points:-

- China exports around 70 billion dollars of goods and service to India which accounts for a mere three percent of their exports and 14% of our imports. Many crucial sectors such as telecom equipment, smartphones, pharma/API, solar, textile and auto accessories are dependent on China for their finished products which are available at low cost.
- Two-third of Indian unicorn startups have huge investments made by Chinese venture funds. Reportedly, Chinese technology investors have invested around \$4 billion into 18 Indian unicorns' startups.
- China serves as the third largest exporting market for India as it imports \$16 billion dollars' worth of goods from India.
- The trade relation between India and China is extremely lopsided, and the deficit has grown 60 times over the last 20 years from \$1billion in 2000 to \$60 billion in 2020.

From these points we can see that India is highly dependent on China's imports, but why? It is because they come up with goods which are of very low cost. Where Indian manufactures find it very difficult to cope by with those prices as china goods are very low in quality and they get contemptible manpower which is not possible in India. So Modi is telling us to choose local products and support Indian products. Government cannot directly ban china goods due to world trade policy. But we citizens can choose Indian products which might be expensive compared to China goods. But when we buy Indian goods, china goods will start losing its market share and will we will improve our manufacturers and



industries which will eventually help in improving our country's economy, and make India achieve its goal. Only when we and stand locally strong we can stand Globally strong.

### **Benefits of being local on our economy**

1) There would be data security. If the make in India gets a boost, then the companies, whether they are of foreign origin or Indian origin, will have to set up servers and headquarters here in the country itself, which will keep the country's citizens' data safe.

2) By buying Indian products, pumping of a large amount of capital into the market will occur, resulting in higher market capitalization and rotation of money in the market.

3) Due to the above point, market capitalization will lead to growth in the GDP. Ultimately boosting the economy.

4) India is heavily dependent on imports. And if the Indian products experience a boom in their sales, then they would also export the products to the world markets, eventually increasing the export share of the country. This will create some sort of parity between the import and export ration.

5) It will create a nice sense amongst the citizens of the world about Indian companies.

6) Under the make in India program, foreign companies will have to come here and set up the plants ultimately helping the Indian economy and infusing a large FDI into the country, helping the country to expand its foreign reserves.

7) Creation of employment, as the local industries develop it would expand ultimately creating employment. Locally owned business thus creates more jobs

locally and, in some sectors, provide better wages.

8) Reduction in tax per person.

9) We come out from the colonial mindset. We will retain our culture and tradition which will retain our nativity.

10) Improving agriculture sector. When we choose locally grown foods the farmers get benefited as he would get good profit for his produce.

### **Recommendation**

The objective of Atmanirbhar Bharat could be fulfilled by adopting proper measures. It cannot just be fulfilled by the government but when each & every citizen supports this movement. As citizen we should try to substitute our products to produce made in India even if it costs few bucks more. It is the duty of the manufacturers & industries to come out with products with good quality, durability & low cost. The government should provide proper loan, assistance & do the needful without delay & without having too much restriction.

### **Conclusion**

Emphasizing on a self-reliant, it does not mean necessarily manufacture each & every product required by a country. But it is to prefer manufacturing & processing more such products which it can do with expertise at low cost & the demand of which is globally more. So it cannot indefinitely depend on such countries who are dumping their low quality goods & are destroying the industrial growth of the importing country. It will aid our Indian companies in gaining a comeback along with also helping our local manufactures & industries gain with people preferring to go for local products over exported



products especially low cost china products.

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- 7) Moneycontrol.com
- 8) Various other articles on newspaper and news channel and videos
- 9) Can the Indian economy afford boycotting Chinese products? Article by Rouhin Deb on 21<sup>st</sup>Aug 2020 in ORF.
- 10) Be vocal for local this Diwali: PM Modi published in The Indian Express on 9<sup>th</sup>Nov 2020



## Trikona Premakathayalli Aralida 'Durgsha Nandini'

-Dr.Shivakumara D.C

ಇಲಾಖಾ ನಿಯೋಗಿಗಳ ಮೇಲ್ವಿಚಾರಣೆಯಲ್ಲಿ ಇದ್ದು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದಾರೆ.

**-ಗೌ. ಪ್ರಾಚಾರ್ಯರು**  
ಪ್ರಾಚಾರ್ಯರು, ತಿರುಪತಿ ವಿದ್ಯಾಪೀಠ, ತಿರುಪತಿ,  
ಆಂಧ್ರ ಪ್ರದೇಶ ರಾಜ್ಯ, ತಿರುಪತಿ, ಆಂಧ್ರ ಪ್ರದೇಶ ರಾಜ್ಯ.  
ಫೋನ್: 9849901110 «ಸಂಪರ್ಕಿಸಿ, ದೂರವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಿದ್ದಾರೆ.

ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನ - ಎತ್ತರವಾದ ಅಕ್ಷರಗಳಿಗೆ ಗೋಪಾಲಾ ; ಅವರ ಅನುಭವವು ಅಂತಿಮವಾಗಿ ಅನುಭವಿಗಳಾದ ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.

ಸಾಂಪ್ರದಾಯಿಕವಾಗಿ 19ನೇ ಶತಮಾನದಿಂದ ಇದ್ದು, ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.

ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನ - ಇವರ ಅನುಭವವು ಅಂತಿಮವಾಗಿ ಅನುಭವಿಗಳಾದ ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.

ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನ - ಇವರ ಅನುಭವವು ಅಂತಿಮವಾಗಿ ಅನುಭವಿಗಳಾದ ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.

ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನ - ಇವರ ಅನುಭವವು ಅಂತಿಮವಾಗಿ ಅನುಭವಿಗಳಾದ ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.

ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನ - ಇವರ ಅನುಭವವು ಅಂತಿಮವಾಗಿ ಅನುಭವಿಗಳಾದ ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ. ಇಂದ್ರಾಕ್ಷಿ ಮತ್ತು ಅರ್ಜುನದ ಪರಿಚಯವನ್ನು ನೀಡುತ್ತದೆ.



CEAAGPAAUAAAC@e DUA@AE CAVAAA ; AAVAAEAB aAAAR, hZÉ vÁEAA dUAAWA@AEAEAB ; AAV1gAA@AAZAEAB  
 ಸ್ವಪ್ನಪಡಿಸುತ್ತಾಳೆ.

ತಿಲೋತ್ತಮ ಜಗತ್ತಿಂಹನನ್ನು ಪ್ರೀತಿಸಿ ವಿವಾಹವಾಗಿರುತ್ತಾಳೆ. ಆದರೂ ತಿಲೋತ್ತಮ ಆಯೇಷಾಳ ಪ್ರೀತಿಯನ್ನು  
 ಕಂಡು ಜಗತ್ತಿಂಹನನ್ನು ವರಿಸುವಂತೆ ಕೇಳಿಕೊಳ್ಳುತ್ತಾಳೆ. ಆಯೇಷಾಳು ಮಾತ್ರ ಅದನ್ನು ತಿರಸ್ಕರಿಸುವುದು ಪ್ರೀವAA  
 ಮೌಲ್ಯವನ್ನು ಎತ್ತಿಹಿಡಿಯುತ್ತದೆ. ಇಷ್ಟಾದರೂ ಆಕೆ ಕೊನೆಯವರೆಗೂ ಪ್ರೀತಿಸುತ್ತಲೇ ಇರುತ್ತಾಳೆ. ತನ್ನ ಪಠಾಣರ  
 ,AAAdPAAEAB YAAEAB UAA, A'EAPEAS bA@CAZÁ G,AAEAB AAAAAZAZÁ gÁtgAAUAZÁ°e dUAAWA@AEA «gAAZÁY  
 °AAj zAA@,AAVAAE.

ಆಯೇಷಾಳು ಜಗತ್ತಿಂಹನ ಮೇಲಿದ್ದ ಪ್ರೀತಿ, ಮತ್ತೊಂದು ಕಡೆ ರಾಜ್ಯವನ್ನು ಪುನಃ ಪ್ರತಿಷ್ಠಾಪಿಸಬೇಕೆಂಬ ಛಲ  
 E'ÉgAqAEAB x'Á-Á,AAVAAE. gÁtgAAUAZÁ° EA °EÁgÁI zÁ°e YAAAtgAA CEÉAPA YAAZAAUAUVAEAB UE@AAVÁU  
 ಹೋಗುತ್ತಾರೆ. ಆಯೇಷಾಳ ಪ್ರೇರಣೆಯಿಂದ ಬಹುಪಾಲು ಪ್ರದೇಶಗಳು ಪಠಾಣರ ವಶವಾಗುತ್ತವೆ. ಒಂದು ಹAVPEI  
 YAAAtgÁ UE SAUÁYA ,AAAYAtθ'ÁV aAA'ÁUAA'Á 1UVAÁÁ°e EGAÁVÁZÉ. G,AAEAB aAAVAAU 1A°AEA  
 aAAASÁ'AAA TAÁAZÁUA °EÁgÁI @gÁ,AAUEVAUVEEqAAUAAVÁZÉ. D ,AAZÁ'ÁZÁ°e 1A°AEA J,ÉZÁ 'Á'EAÁÁ J,ÉVÁ  
 ಉಸ್ಮಾನಿಗೆ ನಾಟುವ ಸಂದರ್ಭದಲ್ಲಿ ಆಯೇಷಾಳು ಮಧ್ಯೆ ಬಂದು ಅದರ JzÉAEAErD ,AAÁAAVAAE. AAAAAZAZÁ°e PAAVZÁ  
 G,AAEi C° AEÁÁ PAA 1A'AAVAAE. YAAAtgÁ YAAZAAUAUVAE YAAEAB dUAAWA@AEA PÁQÉ °EÁUAAVÁPE.

ಕಾದಂಬರಿಯ ಉದ್ದಕ್ಕೂ ನಡೆಯುವ ಸಂಘರ್ಷಗಳು ಜಗತ್ತಿಂಹನ ಪ್ರೀತಿ ತಿಲೋತ್ತಮೆಯ ಮೇಲೆ ಗಾಢವಾಗಿ  
 ©VUEVA@Á PÁgÁtAAVAAVÁZÉ. ಹಾಗೆಯೇ ಉಸ್ಮಾನನ್ನು ಜಗತ್ತಿಂಹನನ್ನು ಬಂಧಿಸಿದ ಸಂದರ್ಭವು ಆಯೇಷಾಳ ಪ್ರೀತಿಗೆ  
 zÁj AÁUAAVÁZÉ.

ಜಗತ್ತಿಂಹನು ಗಾಯಾಳಾಗಿ ಬಂಧಿಯಾಗುವ ಸಂದರ್ಭದಲ್ಲಿ ಶುಸ್ತೂಷೆ ಮಾಡುತ್ತಾ ಆಯೇಷಾಳ ಪ್ರೀತಿ  
 ©VUEVA@Á PÁgÁt'ÁUAAVÁZÉ. F ,AAZÁ'ÁZÁ°e AAZÁ «AA'EAÁÁ YÁVAAZAAAR'ÁUAAVÁZÉ. «AA'EAÁÁ UAAqAEAEAB  
 YAAAtgÁ PAA@AESÁEAB PEAEZÁ PÁgÁtPEI C°AEA °EÁÁ'É ,ÉAQÁ wÁj 1PEVAÁPA ,AAPEAAUAAVE@PÁÇ PÁXEÁÁÁ°e  
 ; AAVAA ENUAA-zÁABR GAAUAA@Á PÁgÁt'ÁUAAVÁZÉ. «AA'EAÁÁ YÁVAAEDUEAE'ÉÁ FUEAE'ÉÁ SAZhgAE Cw  
 aAAAR'ÁZÁ YÁVAAEAB aÁ» ,AAVÁZÉ. F PÁZÁASj AÁÁ°e aAAVEEÁZÁ YÁVAAEC@gÁ'ÁÁ ,ÁÁÁÁ YÁVAAVÁ DVÁEA  
 vAAVAAEABÁ ,AAAB vAAZÉ-ÁAZÁ'ÉÁ SA@AAVÁV CYÁAAÁZÁ°e zÁV dUAAWA@AEAEAB gÁQeÁ@Á PÁgÁt'ÁUAAVÁZÉ.

ಹತ್ತೊಂಬತ್ತನೇ ಶತಮಾನದಲ್ಲಿ ಇಂಗ್ಲೀಷ್ ಸಾಹಿತ್ಯದ ಪ್ರಭಾವ ,Á»vÁZÁ°e °EÁ,AAAEAAAEAB °AAqAA@Á  
 ,ÁZÁ'ÁUAAVÁZÉ. zÁUUEÁθ'Á EAACx PÁZÁASj AÁÁÁ D aAArUÉ °EÁ,AAAEAAAEAB aEAAUAEr 1PEEAQÁÁ AÁÁÁ 1AAVÁVZÉ.

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