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RELATIONS BETWEEN AGRICULTURE EXPERTS AND THE FARMERS: EXPERTS PERCEPTION

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ABSTRACT

Agriculture is vital for the economy of any nation as it provides for the basic needs of the society i.e. food. Agriculture as a profession is handled by the farmers for ages. Farming has become high-tech in the backdrop of Agriculture revolution which has involved many stakeholders such as farmer, labour, Agriculture experts and for Agricultural Engineers. Thus, the relations between the stakeholders have assumed much importance for the development of Agriculture. The present paper makes an attempt to assess the expert's farmer's relations in the state of Punjab.

KEYWORDS: Farmer, Labour, Agriculture Experts, Importance, Relations.

INTRODUCTION

The Administration covers various aspects of human life like defence, health, agriculture, education, social security, etc. In a welfare State, government is expected to play vigorous role in each and every sphere. The various aspects or substantive fields of Public Administration such as health administration, educational administration, economic administration and agricultural administration need to be studied in their own right. One of the most significant aspects of public Administration is Agricultural Administration. In a country like India which has its economy based on agriculture. Agricultural Administration plays a vital role for the all round development of the country. As maximum number of people in India is engaged in this occupation, so it becomes imperative to have a mission driven and result oriented agricultural administration.¹

AGRICULTURAL ADMINISTRATION

Agricultural Administration refers to the administration which is related to agriculture directly and indirectly. In the developing countries, very often it has been seen that agricultural administration is not given its due hence it is down played. The first bold expression admitting the crucial importance

of the administrative factor was given by the Agricultural administration Committee in 1958, when said that, 'the problem of increasing agricultural production in India is more an administrative problem than a technical one'.² The Central Teams on Agricultural Production, 1963, came to the conclusion that 'unsatisfactory administrative and organizational arrangement was by far the most important single factor responsible for inadequate progress in the sphere of agricultural production.'³

Agricultural administration has to shoulder huge responsibility like extension services to farmers⁴, improving the institutional structure to accommodate modern scientific agriculture and to ensure the provision of inputs like irrigation, fertilizers, new varieties of seeds, loans, subsidies, marketing, processing and research. This requires parallel administrative skills to harness the benefits of agricultural development and modernization and to accelerate the process of green revolution, already started. Agricultural administration has to assist, influence and induce these allied agencies, so that all the agencies move in a concerted manner in pursuit of targets that have been laid down in the agricultural plans of the state government. Their success of administration is determined by the degree to which it can motivate the farmers to make use of modern agricultural technologies available through various channels.⁵ This can be achieved through setting up of well knit field organizations in the agricultural sector.

AGRICULTURE SCENARIO IN PUNJAB

Agriculture Punjab (the five river region) is one of the most fertile regions. The region is ideal for wheat growing. Rice, sugarcane, fruits and vegetables are also grown. Indian Punjab is called the "Greenery of India" or "India's bread basket". Punjab is a little big state of India, little because the state occupies only 1.5 percent of the geographical area of the country and big because around 2/3 two-third of the food grains produced annually in the country come from this State. It produces 14 percent of India's cotton, 20 percent of India's wheat and 9 percent of India's rice. In worldwide terms, Indian Punjab produces 2 percent of the world's cotton, 2 percent of its wheat and 1 percent of the world's rice.

The south Indian states of Andhra Pradesh, Tamil Nadu, and Karnataka are also major producers of rice along with Punjab. Haryana contributed significantly to the Green Revolution in India in the 1970's. The National Dairy Research Institute at Karnal and the Central Institute for Research on Buffaloes at Hisar are instrumental in development of new breeds of cattle and propagation of these breeds through embryo transfer technology. At the time of partition of the country in 1947, Indian Punjab (which then included present areas of states of Punjab, Haryana, parts of Himachal and Chandigarh union territory) was a food grain deficit area. In 1951, the production of food grains was about 1.99 million tones only.

Total Real Gross domestic product of the state in 1970-71 was Rs.655crores only, 54.4 percent of which originated from the agriculture sector. Also the cropping pattern was dominated by food grains, fertilizers and pesticides were not used by the farmers, tube wells were conspicuous by their absence and tractor were not known much in the state. Only 52.3 percent of the area was irrigated and land holding were quite fragmented.

After independence, the state started moving on a growth path with mandatory consolidation of land holding. Availability of electric supply through Bhakra Hydel Project encouraged the installation of

tube wells. Production of food grain improved to 3.16 million tones and irrigated area is increased to 54 percent of the net sown area.

Apart from that, a new concept i.e. Integrated Pest Management has been introduced to tanners to assist in general crop conditions and ability. To identify pests and diseases and their cures. Bio-fertilizers play a very vital role in farming today and a special Bio-fertilizer unit has been recently set up in Ludhiana.

A special campaign has been undertaken to boost productivity. Under this campaign, two villages will be allocated to each Agriculture Development Officer to provide technology transfers and target to increase crop production within a period of two years.

To diversify the cropping pattern, efforts have been made to divert areas to a variety of crops like sugarcane, maize, soyabean and agro forestry. Under the District Plan schemes, the Chief Agriculture Officer has highlighted the importance of different professions such Bee- Keeping, Floriculture and Horticulture. In Bee-Keeping, Beehives, boxes and other equipments are given on subsidized rates to the small, marginal and land-less farmers who opt for bee-keeping. In addition; to this, Punjab Agro Industry Corporation Ltd, is also providing loans through the banks to the farmers for bee keeping.

For initiating floriculture, in 1993-94, around 5.50 lacs number of bulbs of gladious was procured from Sikkim/ Kalimpong and supplied to the fanners in Punjab on no profit no loss basis. Gladious bulbs were also imported from Holland. The floriculture activity in Punjab has been given a fillip by Punjab Agro by supplying around thirty lacs of gladious bulbs to the farmers. Also a Floriculture Centre is being set up at village Majra, Punjab Agro Industries Corporation (PAIC) has set up a floriculture project in joint sector near Lalru under the name and style of M/s Punjab Blossom Limited with a capacity outlay of Rs.303 lacs. Another floriculture project .has come in public sector under the name Toubro Industries Limited near Dappar, district Patiala.

Under the Horticulture programme in the state, an area of I, 82,600 hectares have been brought under horticulture crops up to 31st March 2012. An additional area of 3.500 hectares under fruits and 5,000 under vegetables have been targeted during 2012-13.

ROLE OF PUNJAB AGRICULTURAL UNIVERSITY, LUDHIANA

- The Punjab Agricultural University, Ludhiana is fully, engaged in the discovery, dissemination synthesis, and application of agriculture knowledge through constituent colleges and Directorates of Research and Extension.
- The University also initiates, guides and coordinates the research programmes of the state in agriculture and allied fields. Research endeavors of the university have been reoriented to generate technologies for increasing productivity, introducing, resistance of abiotic and biotic stresses in crops, improving quality of the produce, increasing profitability and sustainability in agriculture production systems.
- The Director of Extension Education develops programmes for the transfer of agriculture technology to the farmers and farm women. These programmes involve a whole gamut of complex interaction between fanners, extension specialist and researchers to empower farming community and to positively affect behavioral change for the improvement of social,

economic and environmental conditions of all individuals. The primary aim of Punjab Agricultural University is teaching and training students in agriculture and allied field. It conducts research and seeking solutions to emerging problems in the field of agriculture and agriculture engineering. It transfers technology to farmers, agriculture organizations through various extension programmes. The Punjab Agricultural University also provides diverse technical services and consultancy in agro industry.⁶

- Widely acclaimed as Best Agricultural University in Asia, the Punjab Agricultural University has achieved distinguished status at the national and international level. It has played unique role in ushering Green Revolution in India. Punjab Agricultural University occupies a place of pride among agricultural universities of India.
- The Punjab Agricultural University, Ludhiana has well established soil testing lab for testing the soil samples for fertility evaluation reclamation of salt affected soils and for orchard plantation. It also has the facility for testing the lube well water for irrigating the field, vegetables and horticulture crops. The farmers can avail these facilities by paying nominal fee at Department of Soils.
- The Punjab Agricultural University, Ludhiana has also established Plant Clinic- a nodal center to redress the field problems of visiting farmers. As many as ten thousand fanner visit every year. Clinic is providing package of recommendations to fanners for diagnosis of plant samples. It issues press releases suggesting remedies to combat the outbreak of pests/diseases and nutritional disorders.
- In addition, there are kisan mela (Fanner Fair) organize for the betterment of farmers. There are special attraction for farmers like sale of seeds of new verities, demonstration of machinery and agriculture implements. There are entertainments for farm ladies by show of clothing stitching, food stuffs etc. The universities also invites participants for agro industrials exhibition of tractor's, agricultural banks, fertilizer companies and many more from which farmers can get knowledge.

The Field fresh foods (P) Ltd, a joint venture between Bharti Enterprise and Rotischild and PAU, jointly work towards creating awareness and introducing best practices and technologies suitable for fanning in India. They promote collaborative farms for revolutionarising the India agriculture sector. The partnership will seek to develop infrastructure by the adoption of improved farming technologies and corporative farming.

The university is committed to forge ties with other institutes/universities in the country and abroad involved in developing quality manpower and research collaboration.⁷

OBJECTIVE OF THE STUDY

To assess the perception of the officials of Punjab Agriculture University (PAU) towards the relations with the farmers.

RESEARCH METHODOLOGY

A sample of 57 experts of PAU was taken including Gazzetted and non Gazzetted officers' farmers for the study. For the purpose of the secondary data various books and journals were perused.

DATA ANALYSIS AND DISCUSSION

The responses have been drawn from the officials of PAU by putting them across some statements. The method of cross tabulation has been applied to write the discussion.

TABLE 5.1: YOU ARE SATISFIED WITH RELATIONS BETWEEN CULTIVATORS AND OFFICIALS

Attributes/ Responses	Ranks	Agree	Un-Decided	Dis-Agree	P
Age (in years)	20 – 30	16 (72.7)	1 (4.5)	5 (22.7)	0.240
	31 – 40	16 (84.2)	2 (10.5)	1 (5.3)	
	41 – 50	10 (100.0)	0 (0.0)	0 (00.0)	
	Above 50	6 (100.0)	0 (00.0)	0 (00.0)	
Academic Qualifications	Under Graduate	6 (100.0)	0 (0.0)	0 (00.0)	0.455
	Graduate	5 (83.3)	1 (16.7)	0 (0.0)	
		37 (82.2)	2 (4.4)	6 (13.3)	
	Post Graduate				
Background	Rural Farming Family	28 (84.8)	2 (6.1)	3 (9.1)	0.882
	Urban Farming Family	20 (83.3)	1 (4.2)	3 (12.5)	
Designation	Gazetted Posts	22 (100.0)	0 (00.0)	0 (0.0)	0.035
	Non Gazetted Posts	26 (74.3)	3 (8.6)	6 (17.1)	

Total	48 (84.2)	3 (5.3)	6 (10.5)	
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Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

The data presented in the Table 1 assessed the issue that whether the respondents are satisfied with the relations between cultivators and officials. On analyzing the data it was found that high majority of respondents were satisfied with relations between the officials and cultivators.

AGE: On analyzing the data on the basis of age variable it was found that all the respondents (100.0 per cent) in the age group of above 40 years as against the significant majority of respondents (84.20 per cent) in the age group of 31-40 years and high majority of respondents (72.70 per cent) in the age group of 20-30 years agreed with the poser.

ASSOCIATION: Statistically no significant association was found between the variable of age and the query.

EDUCATIONAL QUALIFICATIONS: Analyzing the data on the basis of educational qualifications it was ascertained that all the under graduate respondents as compared to the significant majority of respondents in the remaining categories of this variable agreed with the view point.

FAMILY BACKGROUND: On the basis of family background variable it was found that the significant majority of respondents irrespective of their background responded favourably.

DESIGNATION: All the respondents on Gazetted Posts as compared to the high majority of respondents on the Non Gazetted Posts (74.30 per cent) favourably responded.

Statistically significant association was found between the variable of designation and the statement.

FINDING: Significant majority of the respondents opined that relation between the cultivators and officials were satisfactory.

TABLE 2: EXPERTS AND FARMERS GET OPPORTUNITY TO INTERACT IN SEMINARS AND WORKSHOPS ORGANIZED BY PAU

Attributes/ Responses	Ranks	Agree	Un-decided	Dis-Agree	P
Age (in years)	20 – 30	19 (86.4)	1 (4.5)	2 (9.1)	0.778
	31 – 40	18 (94.7)	0 (0.0)	1 (5.3)	
	41 – 50	10 (100.0)	0 (0.0)	0 (0.0)	
	Above 50	6 (100.0)	0 (0.0)	0 (0.0)	

Academic Qualifications	Under Graduate	6 (100.0)	0 (0.0)	0 (0.0)	0.887
	Graduate	6 (100.0)	0 (0.0)	0 (0.0)	
	Post Graduate	41 (91.1)	1 (2.2)	3 (6.7)	
Background	Rural Farming Family	31 (93.9)	1 (3.0)	1 (3.0)	0.478
	Urban Farming Family	22 (91.7)	0 (0.0)	2 (8.3)	
Designation	Gazetted Posts	21 (95.5)	0 (0.0)	1 (4.5)	0.709
	Non Gazetted Posts	32 (91.4)	1 (2.9)	2 (5.7)	
Total		53 (93)	1 (1.8)	3 (5.3)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

The data highlighted in the Table 5.2 reflected that highly significant majority of respondents agreed with the issue that Agriculture University organized seminars and workshops for the farmers.

AGE: On the basis of age variable it was found that all the respondents in the age group of above 50 years as against the highly significant majority of respondents (94.70 per cent) in the age group of 31-40 years and significant majority of respondents (86.40 per cent) in the age group of 20-30 years responded favourably.

ASSOCIATION: No association was statistically found between the variable and the statement.

ACADEMIC QUALIFICATIONS: Assessing the data on the basis of academic qualifications variable it was found that highly significant majority of post graduate respondents (91.10 per cent) and all the respondents in the remaining categories of this variable opined that PAU was organizing seminars for the farmers.

ASSOCIATION: No association was statistically found between the variable and the statement.

FAMILY BACKGROUND: Examining the data on the basis of family background it was found that highly significant majority of respondents (Above 90.00 per cent) irrespective of the family background favourably responded to the issue.

ASSOCIATION: No association was statistically found between the variable and the statement.

DESIGNATION: On the basis of designation variable it was found that highly significant majority of respondents irrespective of their designation agreed that seminars and workshops were organized by these institutions.

ASSOCIATION: No association was statistically found between the variable and the statement.

FINDING: Significantly high majority of respondents opined that experts and farmers got opportunity to interact in seminars and workshops.

TABLE 3.3: AGRICULTURAL EXTENSION OFFICERS ARE EASILY AVAILABLE TO ALL CATEGORIES OF THE FARMERS

Attributes/ Responses	Ranks	Agree	Un-Decided	Dis-Agree	P
Age (in years)	20 – 30	7 (31.8)	0 (0.0)	15 (68.2)	0.000
	31 – 40	14 (73.7)	2 (10.5)	3 (15.8)	
	41 – 50	9 (90.0)	1 (10.0)	0 (0.0)	
	Above 50	4 (66.7)	2 (33.3)	0 (0.0)	
Academic Qualifications	Under Graduate	1 (16.7)	0 (0.0)	5 (83.3)	0.047
	Graduate	5 (83.3)	0 (0.0)	1 (16.7)	
	Post Graduate	28 (62.2)	5 (11.1)	12 (26.7)	
Background	Rural Farming Family	18 (54.5)	3 (9.1)	12 (36.4)	0.631
	Urban Farming Family	16 (66.7)	2 (8.3)	6 (25.0)	

Designation	Gazetted Posts	16 (72.7)	3 (13.6)	3 (13.6)	0.059
	Non Gazetted Posts	18 (51.4)	2 (5.7)	15 (42.9)	
Total		34 (59.6)	5 (8.8)	18 (31.6)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

On analyzing the data presented in the Table 3 it was found that majority of respondents agreed with the issue that agricultural extension services were available to all categories of farmers whereas some categories of respondents disagreed with the statement.

AGE: On the basis of age variable it was found that highly significant majority of respondents (90.00 per cent) in the age group of 41-50 years as against the high majority of respondents (73.70 per cent) in the age group of 31-40 years and fair majority of respondents (66.70 per cent) in the age group of above 50 years agreed with the view point. On the other hand the fair majority of respondents (68.20 per cent) in the age group of 20-30 years disagreed with the statement.

ASSOCIATION: Significant association was found between the variable and the query.

ACADEMIC QUALIFICATIONS: Analyzing the data on the basis of academic qualifications it was established that significant majority of Graduate respondents (83.30 per cent) and fair majority of post graduate respondents (62.20 per cent) provided the positive responses to the issue. On the other side the significant majority of under graduate respondents (83.30 per cent) disagreed with the view point.

ASSOCIATION: Significant association was found between the variable and the query.

FAMILY BACKGROUND: Examining the data on the basis of family background the fair majority of urban family background (66.70 per cent) as compared to majority of respondents (54.50 per cent) from rural family background favourably responded.

ASSOCIATION: No significant association was found between the variable and the query.

DESIGNATION: Scrutinizing the data on the basis of designation variable it was inferred that high majority of respondents (72.70 per cent) on the Gazetted Posts in comparison to the majority of respondents (51.40 per cent) on the Non Gazetted Posts favourably responded.

ASSOCIATION: No significant association was found between the variable and the query.

FINDING: Majority of the respondents opined that Agricultural Extension officers were available to all the farmers.

TABLE 4: PAU IMPART COMPREHENSIVE TRAINING TO THE FARMERS

Attributes/ Responses	Ranks	Agree	Un-Decided	Dis-Agree	P
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Age (in years)	20 – 30	15 (68.2)	3 (13.6)	4 (18.2)	0.477
	31 – 40	15 (78.9)	3 (15.8)	1 (5.3)	
	41 – 50	10 (100.0)	0 (0.0)	0 (0.0)	
	Above 50	4 (66.7)	1 (16.7)	1 (16.7)	
Academic Qualifications	Under Graduate	5 (83.3)	1 (16.7)	0 (0.0)	0.559
	Graduate	6 (100.0)	0 (0.0)	0 (0.0)	
	Post Graduate	33 (73.3)	6 (13.3)	6 (13.3)	
Background	Rural Farming Family	24 (72.7)	7 (21.2)	2 (6.1)	0.034
	Urban Farming Family	20 (83.3)	0 (0.0)	4 (16.7)	
Designation	Gazetted Posts	19 (86.4)	1 (4.5)	2 (9.1)	0.332
	Non Gazetted Posts	25 (71.4)	6 (17.1)	4 (11.4)	
Total		44 (77.2)	7 (12.3)	6 (10.5)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

The analysis of the data presented in the Table 4 indicated that PAU took adequate measures to encourage the soil testing as a regular farming practice.

AGE: On analyzing the data it was found that all the respondents in the age group of 41-50 years and high majority of respondents (78.90 per cent) in the age group of 31-40 years in comparison to the fair majority of respondents (above 60.00 per cent) in the remaining two age groups agreed with the issue.

ASSOCIATION: No significant association was found between the variable and the query.

ACADEMIC QUALIFICATIONS: Examining the responses on the basis of academic qualifications it was inferred that all the graduate respondents and significant majority of under graduate respondents (83.30 per cent) as against the high majority of post graduate respondents (73.30 per cent) provided the positive responses to the issue.

ASSOCIATION: No significant association was found between the variable and the query.

FAMILY BACKGROUND: Assessing the responses on the basis of variable family background it was ascertained that significant majority of respondents (83.30 per cent) from urban family background as compared to the high majority of respondents (72.70 per cent) from rural family background favored the poser.

ASSOCIATION: Significant association was found between the variable and the query.

DESIGNATION: Scrutinizing the data on the basis of designation variable it was found that significant majority of respondents (86.40 per cent) on Gazetted Posts in comparison to the high majority of respondents (71.40 per cent) on Non Gazetted Posts agreed to the issue.

ASSOCIATION: No significant association was found between the variable and the query.

FINDING: High majority of the respondents opined that PAU experts imparted comprehensive training to the farmers.

TABLE 5: FARMERS CAN ACCESS THE EXPERTS AS WHEN REQUIRED

Attributes/ Responses	Ranks	Agree	Un-decided	Dis-Agree	P
Age (in years)	20 – 30	9 (40.9)	3 (13.6)	10 (45.5)	0.007
	31 – 40	13 (68.4)	4 (21.1)	2 (10.5)	
	41 – 50	10 (100.0)	0 (0.0)	0 (0.0)	
	Above 50	4 (66.7)	2 (33.3)	0 (0.0)	
Academic Qualifications	Under Graduate	3 (50.0)	0 (0.0)	3 (50.0)	0.267
	Graduate	3 (50.0)	2 (33.3)	1 (16.7)	
	Post Graduate	30	7	8	

		(66.7)	(15.6)	(17.8)	
Background	Rural Farming Family	18 (54.5)	7 (21.2)	8 (24.2)	0.252
	Urban Farming Family	18 (75.0)	2 (8.3)	4 (16.7)	
Designation	Gazetted Posts	17 (77.3)	3 (13.6)	2 (9.1)	0.160
	Non Gazetted Posts	19 (54.3)	6 (17.1)	10 (28.6)	
Total		36 (63.1)	9 (15.8)	12 (21.1)	

Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

The data presented in the Table 5 assess, whether experts convincingly explain the farmers about the adoption of the new varieties of crops.

AGE: Analyzing the data on the basis of age variable it was found that all the respondents in the age group of 41-50 years as against the high proportion of respondents (40.90 per cent) in the age group of 20-30 years and fair majority of respondents (above 60.00 per cent) in the remaining age groups positively responded to the statement.

ASSOCIATION: Significant association was found between the variable and the statement.

ACADEMIC QUALIFICATIONS: Analyzing the responses on the basis of academic qualifications it was ascertained that far majority of post graduate respondents (66.70 per cent) as against the majority of respondents in the remaining categories of this variable agreed with the point of view.

ASSOCIATION: No significant association was found between the variable and the statement.

FAMILY BACKGROUND: Scrutinizing the data on the basis of family background variable it was found that high majority of respondents (75.00 per cent) with urban family background as compared to the majority of respondents (54.50 per cent) with rural family background favored the statement.

ASSOCIATION: No significant association was found between the variable and the statement.

DESIGNATION: Examining the data on the basis of designation variable it was seen that high majority of respondents (77.30 per cent) on the Gazetted Posts in comparison to the majority of respondents (54.30 per cent) on the Non Gazetted Posts favored the assertion.

ASSOCIATION: No significant association was found between the variable and the statement.

FINDING: Fair majority of the respondents opined that farmers could access the experts as and when required.

TABLE 6: FARMERS ARE SATISFACTORILY ATTENDED BY THE EXPERTS ON HELP LINES

Attributes/ Responses	Ranks	Agree	Un-Decided	Dis-Agree	P
Age (in years)	20 – 30	3 (13.6)	1 (4.5)	18 (81.8)	0.784
	31 – 40	4 (21.1)	3 (15.8)	12 (63.2)	
	41 – 50	3 (30.0)	1 (10.0)	6 (60.0)	
	Above 50	1 (16.7)	1 (16.7)	4 (66.7)	
Academic Qualifications	Under Graduate	0 (0.0)	1 (16.7)	5 (83.3)	0.719
	Graduate	1 (16.7)	1 (16.7)	4 (66.7)	
	Post Graduate	10 (22.2)	4 (8.9)	31 (68.9)	
Background	Rural Farming Family	6 (18.2)	3 (9.1)	24 (72.7)	0.871
	Urban Farming Family	5 (20.8)	3 (12.5)	16 (66.7)	
Designation	Gazetted Posts	7 (31.8)	1 (4.5)	14 (63.6)	0.14
	Non Gazetted Posts	4 (11.4)	5 (14.3)	26 (74.3)	

Total	11 (19.3)	6 (10.5)	40 (70.2)	
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Source: Computed from Primary Data. Figures in parentheses are percentages. $p < 0.05$

On analyzing the data presented in the Table 6 in relation to the query that whether the farmers are satisfactorily attended by the experts on help lines. The analysis indicated that high majority of respondents disagreed with the view point.

AGE: Significant majority of respondents (81.80 per cent) in the age group of 20-30 years and the fair majority of respondents (above 60.00 per cent) in the remaining three age groups disagreed with the point of view.

ASSOCIATION: No significant association was found between the variable and the query.

ACADEMIC QUALIFICATIONS: Significant majority of Under Graduate respondents (83.30 per cent) and fair majority of respondents (above 60.00 per cent) in the remaining categories of this variable disagreed with the statement.

ASSOCIATION: No significant association was found between the variable and the query.

FAMILY BACKGROUND: High majority of respondents (72.70 per cent) with rural family background as against the fair majority of respondents (66.70 per cent) with urban family background opined that farmers were not making judicious use of free power supply.

ASSOCIATION: No significant association was found between the variable and the query.

DESIGNATION: On the basis of designation variable it was found that the high majority of respondents (74.30 per cent) on Non Gazetted Posts as against the fair majority of respondents (63.60 per cent) on Gazetted Posts disfavored the issue.

ASSOCIATION: No significant association was found between the variable and the query.

FINDING: High majority of the respondents opined that farmers were satisfactorily attended by the experts on help lines.

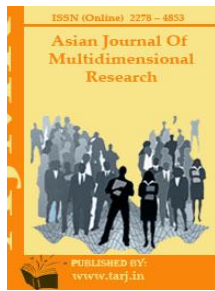
FINDINGS OF THE STUDY

1. Significant majority of the respondents opined that relation between the cultivators and officials were satisfactory.
2. Significantly high majority of respondents opined that experts and farmers got opportunity to interact in seminars and workshops.
3. Majority of the respondents opined that Agricultural Extension officers were available to all the farmers.
4. High majority of the respondents opined that PAU experts imparted comprehensive training to the farmers.
5. Fair majority of the respondents opined that farmers could access the experts as and when required.
6. High majority of the respondents opined that farmers were satisfactorily attended by the

experts on help lines.

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RADHAKRISHNAN'S JOURNEY TOWARDS NIMBARK THROUGH SAMKARA - A MONISTIC APPROACH

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ABSTRACT

This paper demonstrates the standpoint of Radhakrishnan in regard to the treatment of his monistic view with special reference to the Philosophy of Samkara and Nimbark. Radhakrishnan was very much influenced by the Sankara's Philosophy. The basis of Sankara's philosophy is that there is only one indivisible thing in existence and that is Brahman. Brahman is indescribable and cannot be fully understood by teachings alone. Like Advaita Vedanta he believes that the reality is one and it must be spiritual in nature. There is no internal differentiation in the reality. The differentiation is appeared from the point of view of creation only. The reality is one, infinite, changeless, eternal and perfect but, all these descriptions of the absolute are imperfect attempts to understand its nature. Radhakrishnan was very much agree with the views of advaita to describe the nature of reality. Though he examined Sankara's standpoint and distinguished it from that of his own. Unlike Sankara Radhakrishnan is not prepared to reduce God to unreality by making it a product of Maya. God is real in so far as creation is real. Like Nimbark he admits the reality of Absolute, God and creation at the same time and at the same level.

KEYWORDS: *Sankara's theory of non-duality, Nimbark's theory of defference-non difference, Radhakrishnan's synthesis of these two theories.*

INTRODUCTION

Dr.S.Radhakrishnan is one of India's most influential scholars of comparative religion and philosophy. He is considered through his efforts to have built a bridge between East and the West by showing that the philosophical systems of each tradition are comprehensible within the terms of the other. Radhakrishnan had an integral and monistic view which was like a thread that ran through his life and philosophy . In this paper I have tried to demonstrate the standpoint of Radhakrishnan in

regard to the treatment of his monistic view with special reference to the philosophy of Samkara and Nimbark.

SANKARA AND RADHAKRISHNAN

RADHAKRISHNAN was very much influenced by the Samkara's philosophy of Advaita Vedanta. The basis of Advaita philosophy is that there is only one indivisible thing in existence and that is Brahman. Brahman is the only reality. It is absolutely indeterminate and non-dual. It is beyond speech and mind (abam manasa gocharam). Brahman is indescribable and cannot be fully understood by teachings alone because no description of it can be complete. Since Brahman is indescribable, it is often spoken of in terms of what it is not or through the negative formula of *neti neti* – 'not this, not this'. Yet Brahman is not an abyss of non-entity, because it is Supreme Self. It could be said that Brahman is not *acit* (unreal), nor *asat* (ignorance), nor is it *dukhha* (suffering). This method of describing Brahman is the reason for Samkara's philosophy to be termed non-dualism instead of simply monism. Brahman is said to be changeless and indivisible. The Upanisads describe it as "one without a second". It is knowledge, consciousness and bliss; Brahman is the source of everything in existence. Advaita Vedanta also declares that the Brahman as "*akhandam satchidanandam*". Brahman is '*akhandam*' because it is one and there is no differentiation at all in it. Differentiations are of three kinds – internal differentiation (*svagataveda*), external differentiation (*bijatiya veda*) and differentiation between two same classes (*svajatiya veda*). There is no internal differentiation in the reality because there cannot be parts of the reality and there is no external differentiation in reality because there is nothing beyond reality. In reality *svajatiya veda* also not acceptable because reality is one and universal (*samanya*) is something that is related to more than one thing. So, '*Brahmatva*' as a *samanya* or universal is not accepted. The differentiation is appeared only when it is viewed, under the influence of ignorance or from the point of view of creation only. It is the logical ground of everything real and existent.

In conceiving the nature of reality Radhakrishnan leans heavily on Advaita Vedanta. He believes that the reality is one and it must be spiritual in nature. He also believes that the reality is one, infinite, changeless, eternal and perfect. Though all the adjectives which are used to describe the nature of reality, are imperfect, because the reality can be indicated, not fully comprehended. Like Advaita Vedantist he thinks that it is not possible to give an exact description of the ultimate, but attempts can be made to understand it as nearly as possible by giving the nearest possible description of the ultimate in terms of the limited language-capacity that we possess.

Radhakrishnan examined Samkara's standpoint and distinguished it from that of his own. The Absolute reality according to Radhakrishnan is an infinite possibility. It is an infinite possibility because infinite worlds could arise from it. This universe is only one possibility of the absolute. It is pure freedom because its act of actualising a possibility is not determined by anything. Its existence is an act of free creation. In fact, Radhakrishnan feels that the qualities of existence, order, development, purposefulness etc. that we notice in the world, demand an ontological foundation, and that can be provided by nothing less than Absolute.

The radical view of Radhakrishnan on the question of relation among absolute, God and world, will be clearer if we look into the distinction between Samkara and Radhakrishnan. According to Advaita Vedanta, the Brahman, reflected in or conditioned by *maya*, is called *Isvara* or God. *Isvara* is the personal aspect of the impersonal Brahman. This is the celebrated distinction between god and

the Absolute. God is the perfect personality. He is the Lord of maya. Maya which is the cosmic power of projection, conditions Isvara who is not affected by avidya; while avidya, the individual ignorance, conditions Jiva. The general trend of advaitins including Samkara himself has been to treat these two terms as synonymous and to distinguish between the two aspects of maya or avidya which are called avarana and bikṣepa, the former being the negative aspect of concealment and the latter positive aspect of projection. Maya is made mostly of sattva and avidya is made of all the three-sattva, rajas and tamas. Isvara is immanent in the whole universe which He controls from within. He is the Creator, Sustainer and destroyer of the universe. Maya makes the infinite Brahman appear as finite. It produces the manifold phenomena. The world is a creation of maya. The individual selves on account of their inherent avidya imagine themselves as different from Brahman and mistake Brahman as the world of plurality, even as we mistake a rope as a snake. The manifold world of experience is the effect; the highest Brahman is the cause. And the effect has no independent existence apart from the cause. The manifold world is taken to be real as long as the essential unity of the Jiva with the Brahman is not realized. The unreality of the effects of the imaginary standpoint (pratibhasika) can be realized only when the empirical standpoint (vyavaharika) is attained. Similarly the unreality of the empirical standpoint can be realized only from the absolute standpoint (paramarthika). Isvara becomes unreal only for him who has realized his oneness with Brahman. From the empirical standpoint God is real, but from the absolute standpoint He is unreal.

Now we come to consider the principle of God and world in Radhakrishnan's philosophy. Like Advaita Vedanta Radhakrishnan also distinguishes between the absolute and God but unlike Samkara he is not prepared to reduce God to unreality by making it a product of maya. He does not reduce their distinction to the empirical and transcendental points of view. He feels that in order to explain the universe it is necessary to think of a principle that would account for the order and purpose of the universe. He also feels that one cannot account for the dynamic and creative character of the universe if the primary Being is also not conceived as creative. So there has to be a principle by which the indeterminateness of creativity can be transmuted into a determinate principle. This shows that the creative power has to be conceived as the intermediary between the Absolute Being and the Cosmic process. The Supreme has been conceived as revealing itself in two ways –Absolute and God. The real in relation to itself is the Absolute and the real in relation to the creation is God. God is real in so far as creation is real. God is an aspect of the Absolute. The real as infinite possibility is the Absolute, but when we limit the Absolute to its relation with that possibility which has actually been realised in the form of creation, then the Absolute appears as the Creator, as wisdom, love and goodness. Radhakrishnan says, "We call the Supreme the Absolute when we view it apart from the cosmos, God in relation to the cosmos. The Absolute is the pre-cosmic nature of God, and God is the Absolute from the cosmic point of view."

RADHAKRISHNAN AND NIMBARK

In talking about the relation among Absolute, God and world Radhakrishnan highlights his theory in such a manner that it seems, he starts his philosophical journey to terminate at the theory of Dvaitadvaita or Bhedabheda as projected by Acharya Nimbark, going through the theory of all-embracing monism as enunciated by the teachers of Advaita Vedanta.

Bhedabheda or difference-nondifference philosophy is one of the seven schools of Vedanta. According to Dvaitadvaita, the Absolute is chatuspada or it has four aspects. It is considered as Brahman without any adjective (nirguna Brahman), Brahman with full of good adjectives (saguna Brahman), individual (Jiva) and the world (Jagat). These four aspects are true at the same time. Brahman is Pure Consciousness (jnana-svarup) which is devoid of all attributes and all categories of the intellect (nirvisheṣa). God is identified with Absolute. God is the creator, sustainer and destroyer of the universe. Again Brahman may be viewed as Jiva and also as jagat. Brahman enters into the spirit of non-spirit and manifests itself as jiva and jagat. All are equally real. But how does Absolute appears in four forms at the same time as true? Respected Swami Santadasji Maharaj who was a direct disciple of the great Mohanta Ramdas Kathiababa, has explained it very well. He says that it is very easy to a good sculptor to express his mental images carving out a piece of stone. Before carving out the stone all the figures remain dormant in it. The purpose of sculptor is to remove the obstacles only. So the sculptor can perceive all the figures identical with the piece of stone after and before of carving. If we imagine the power of perception is latent in the stone then the stone being intact can perceive itself as different forms. Here the stone stands for Brahman, he becomes God when he remains in the position of viewer and all the perceptible objects are jiva and jagat.

In Radhakrishnan's philosophy the Supreme has been conceived as revealing itself in two ways - Absolute and Isvara. Like Nimbark, Radhakrishnan says that God is real in so far as creation is real. God creates the world and he is not separate from it. Creation is the actualisation of one of the inherent possibilities of the Absolute. The Spirit enters into the spirit of non-spirit to realise one of the infinite possibilities that exist potentially in the Spirit. The world is an accident of the Absolute. The world can very well be conceived as real and yet accidental. It is accidental because it is an accidental actualisation of one of the infinite possibilities of the Absolute, it is real because it is the Absolute's accident. A character that follows from a thing accidentally is as much real as a character that follows from it necessarily. The created world is not an illusion because it is willed by God.

So we can very clearly see that Radhakrishnan's explanation of the world seeks to synthesis some aspects of Advaita explanation with some aspects of Dvaitadvaita type of explanation of the universe.

CONCLUSION

Thus the philosophy of Radhakrishnan like Dvaitadvaita appeals finally to attain the highest knowledge – that the apparent soul that is in every one of us is the image of Absolute and the Absolute is everywhere and equally present through all of us. So it is only on the basis of oneness there be can true love; because who is established in the sense of oneness has non else to hate, and this is the true significance as well as relevance of the philosophy of Radhakrishnan not only in 21st century but also forever.

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ORIGIN AND MIGRATION OF NAHS OF ARUNACHAL PRADESH: AN ETHNO - HISTORICAL STUDY

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ABSTRACT

Like most of other communities of the world, Nahs has also their own unique history of origin and migration. However, there are no written records and documentation thereof on it. Fundamentally, they depend on oral history, legends, myths, beliefs, customs and traditions to reconstruct their glorious past. According to their myths and legends, Chan- the creator had created the Universe; Abu Tani- the first human being and; all other creatures. According to genealogical timeline of Nahs, Abu Tani and Donyi Yayi was the first married human in the earth. Also, migration history of Nahs has seen appearance of Takpasiri- the Buddhist Lama. Fascinatingly, Nahs are regarded as the messenger of the God by the Buddhist community who had helped the lord of the Tibetans believed to be his holiness Dalai Lama to take re-incarnation. Further, this community had been in receipt of taxes from the Tibetans for visiting the scared lake in Takpasiri Mountain Yume area for offering prayer and to take Yatra around the mountain. With this background, the present study makes an attempt to provide an ethno-historical account on origin of Nahs. Further, it endeavours to give an ethno-historical account on migration of Nah community over the ages.

KEYWORDS: Arunachal Pradesh; Migration; Nahs; Origin and; Tibetan.

INTRODUCTION

Every history is unique! However, some history is more unique than the others. So, is the uniqueness of every history of a nation and a region. Given the uniqueness, the more difficult the task of writing the same; for it involves deviation from the set norms of historiography. Also, it is very difficult to evolve different techniques for putting things in order. Arunachal Pradesh, without any doubt, falls into this category. Arunachal Pradesh does not have any dynastic history like other parts of the country. This makes its history entirely unique. The history of the state primarily deals with evolution, migration, legends, wars, survival, folk resources, belief and rituals of the people. The concept of the rulers and the ruled, of the privileged and the underprivileged, of the high caste and low caste which almost dominated the history of other parts of India, was totally non-existent in the state. This makes history of the state invariably unique. Truly, history of the origin and migration of human being is probably as old as the human race itself. It is believed that from their origin in Africa, human groups had spread out to occupy all the major land areas of the Earth some 20,000 years back. It may be said that migration is a phenomenon that seems to be a human necessity in every age. The causes of this migration may be many, ranging from natural calamities, climatic change, epidemics, etc. Likewise, various communities of the state have unique yet different origin and migration histories. In the case of Arunachal Pradesh, it is almost difficult to trace the origin and migration of the tribes, because history furnishes a very poor account of it. Except the Khaptis and Monpas, who have their own records (written) of origin and migration, all the tribes have no written records of their origin and migration. Basically, to trace the origin and migration, people have to depend largely on the myths and traditions of the various communities of the Arunachal Pradesh.

OBJECTIVES

This study makes an attempt to

1. Provide an ethno-historical account on origin of Nahs
2. Provide an ethno-historical account on migration of Nahs

RESEARCH METHODOLOGY

The present study is purely ethno-historical in nature. Historical data have been collected with help of different tools and techniques. During field survey, the data have been collected from both primary and secondary sources. To collect primary data, different archives have been surveyed. To corroborate the archival data, extensive field work were conducted at various Nah inhabited area. Research techniques like interview and participatory observation method have been employed. Modern research tools and gadgets like still camera and video camera have been used in documentation of field data. Altogether, 140 sample respondents comprising of priest, Gaon Buras, village leader, Panchayat leaders and educated people of the Nah community have been selected for interview keeping in view of different age groups and sections of the society. The scholar has adopted both structured and unstructured method to collect indebt information from the respondents. During the field study, researcher has adopted anthropological approach by participation and close observation of the rituals and other ceremonies of the community. For secondary data, various magazines, newspapers, journals, thesis, dissertations and other unpublished information etc have been referred to. Besides, internet has been extensively used while collecting secondary information.

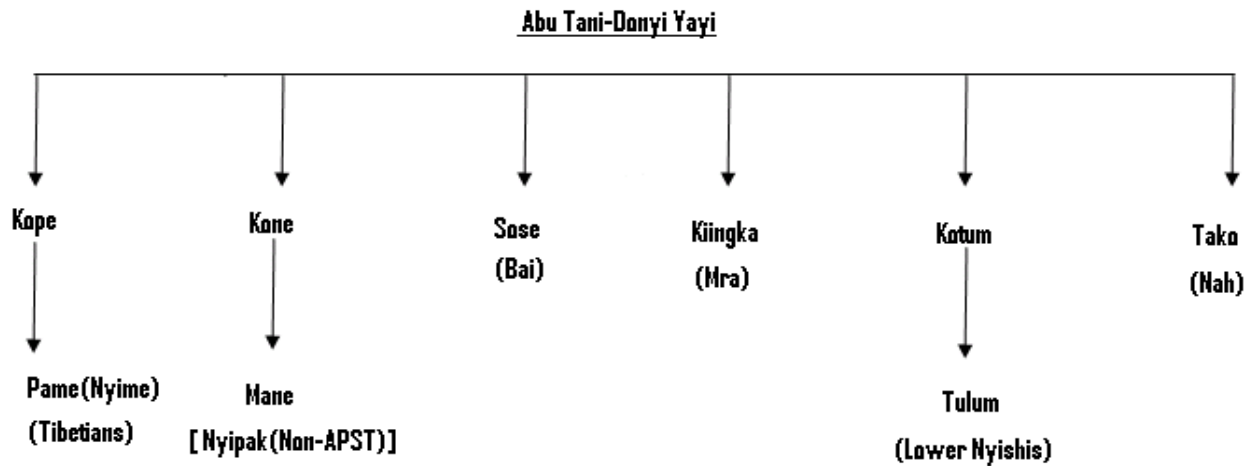
DISCUSSION

Like other communities of Arunachal Pradesh, Nahs too have their own history of origin and migration. They have their own myths and legends, though they do not have any written records. According to their myths and legends, Chan¹ (the creator) created the universe including all living creatures. Chan created Siching (Earth), Polu (Moon) Takar (stars), Nyodu (sky) etc. On Saching (Earth), Chan created Kodi (soil), ellang/ langku (stone), Nasang, Naming and Singne (grasses, creepers and trees), tapum-tarup (insects and flies), patha-kabung (birds and mice), tab-tapik (snakes and lice) iki-purok (dogs and fowls) etc². After that creation, Chan created a first human being whom we called as Abu Tani³. Abu Tani was omnipotent, omnipresent and had a cordial and healthy atmosphere with other creatures⁴. Abu Tani could easily enter into a marriage tie with any animal that he desire.

Accordingly, once the Frog was wife of Abu Tani⁵. One day, they had an argument and frog set herself on fire and died. Abu Tani's secret organ was fired while saving his wife⁶. He was busy on eere (mooring) and opened his secret organ on air for relaxation. At that moment, the Tenying (house fly) came on his organ and started to eat fired mass of the organ. Abu Tani became restless and mischievous. In order to compensate Abu Tani, owned that Tenying. After few days, Abu Tani brought Tenying to the village of Purok (fowls) and challenged them to kill his Tenying if they can. Few Roknpu (cock) and Rokne (Hen) tried their best, but could not kill Tenying. Finally, the head of the fowl Rokpu came out of house and killed Abu Tani's Tenying⁷. Abu Tani owned that Rokpu, who killed his Tenying as a compensation. Abu Tani brought that Rokpu to the village of Ikki (dogs). He challenged to Ikki to kill his Rokpu if they could. Some of Ikki tried to kill, but could not succeeded. One strong Ikki came out from house and killed his Rokpu⁸. So, Abu Tani owned that Ikki who killed his Rokpu. Abu Tani continued his journey, and brought Ikki to the village of Goat. Here, he again challenged Goats to kill his Ikki if they could. One of the He-Goat killed his Ikki. Abu Tani owned that He-Goat who killed his Ikki⁹. He-Goat was brought to the village of Erik (pigs). Again, He-Goat was killed by big Erik. That Erik was owned by him as compensation¹⁰. By continuing his journey, Abu Tani brought Erik to the village of Sebbe (bos-frontalis). He challenged to Sebbe to kill his Erik if they could. Accepting his challenge, Sebbe killed his Erik. Finally, Abu Tani owned that Sebbe who killed his Erik as compensation. While coming back to his home, his Sebbe was killed by Sengne (tree) which was fallen due to strong wind¹¹. He brought the log to the Nyidu (sky). In the Nyidu, he noticed some beautiful ladies were busy in husking paddy. They were Donyi Lundi, Donyi Lungryo, Donyi Yayi and Jengte Nee. They all were daughters of Anne Donyi (Mother Sun)¹². Abu Tani came close to the ladies and challenged to them to break his log if they could. Few of them jumped into the log, but could not break the log. Finally, Donyi Yayi succeeded to break the log. Abu Tani started to seek compensation and demanded Donyi Yayi to marry him¹³. But Donyi Yayi did not agreed with his demand. He repeatedly asking for compensation and compelled her to marry him. Finally, Donyi Yayi agreed to marry him. Abu Tani brought Donyi Yayi to his home¹⁴.

Abu Tani and Donyi Yayi started normal couple life and in a few years, Donyi Yayi gave birth to a many babies. The offsprings of Abu Tani and Donyi Yayi are shown in diagram A.

DIAGRAM A



Source: Nima Sering Chader

In this way, many years had passed away. One day, Abu Tani noticed that his wife Donyi Yayi's health became weaken day by day. He feed her very tasty foods, but her health didn't improved¹⁵. Abu Tani was curious about her health and once he asked his wife that, what items of food she wants to eat. In reply, Donyi Yayi said, she wants to eat food cooked by her mother Anne Donyi. Thus, Abu Tani decided to bring food for her from Anne Donyi. Likewise, he went to Nyidu (sky) and told desire of his wife to his mother-in-law Anne Donyi. Abu Tani was warmly well come by Anne Donyi and requested him to hold a night at Nyidu¹⁶.

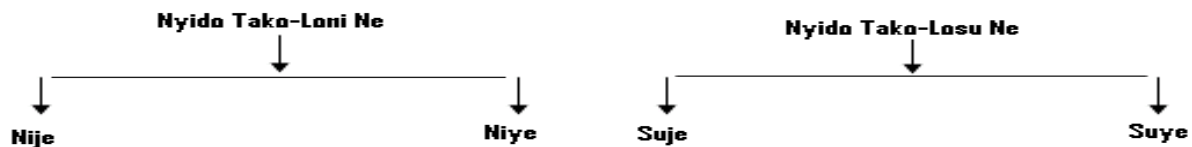
In the next morning, Anne Donyi gave a big packet of food wrapped by leaf to Abu Tani. She said to hand over the packet of food to Donyi Yayi and told not to open the packet on the way. Abu Tani left Nyidu to his home back. On the way to home, in Abu Tani's mind the question arose that why Anne Donyi told him not to open the packet of food. He decided to open that packet of food to know the secret behind. Abu Tani opened the packet and shocked to see the human head and human meat which was cooked and packed¹⁷. Now, he came to know that, his wife Donyi Yayi is neither a human nor a demon. Now Abu Tani began to realize about marriage between him and Donyi Yayi¹⁸. When he reached home, he kept that packet of food on courtyard and he transformed himself into Ikki (dog). In a dog form, he saw that Donyi Yayi took the packet of food and ate the whole food. Further, he saw that his wife was very happy by eating that food. After having eaten the food, Donyi Yayi searched for Abu Tani here and there, but she could not found him. Donyi Yayi felt that, something was wrong with Abu Tani. At the same time, she saw an unrecognized Ikki (dog) at her courtyard. Donyi Yayi came to know that, the Ikki (dog) may be Abu Tani, so she decided to test whether the Ikki (dog) is Abu Tani or not.

Accordingly, Donyi Yayi spat on her palm and asked the Ikki (dog) to lick it up. Her presumption was that if Ikki (dog) was a real one, it would lick the spit on her palm. Otherwise it would not do so. In that case the Ikki (dog) would have to be her husband Abu Tani. The Ikki (dog) did not lick the spit on Donyi Yayi's palm. She pleaded with Abu Tani to return to his normal human form again and give up the Ikki (dog) form. But Abu Tani was rigid on his decision. Thus, Donyi Yayi came to

know that, her husband had known the secret of packed food by sent by mother¹⁹. Therefore, the relationship between Abu Tani and Donyi Yayi strained. Finally, Donyi Yayi ashamed to face her husband and left for Nyidu (sky) with her youngest son Nyidu Tako²⁰.

According their myth and legend, Nyidu Tako was grown up at Nyido (sky). Young Nyido Tako got married with the daughters of Nyido Talo²¹. Nyido Talo had two beautiful daughters namely Loni Ne and Losu Ne²². Both the sisters were married to Nyido Tako. The offsprings of the Nyido Tako and his wives are showing in the table as follows.

DIAGRAM B



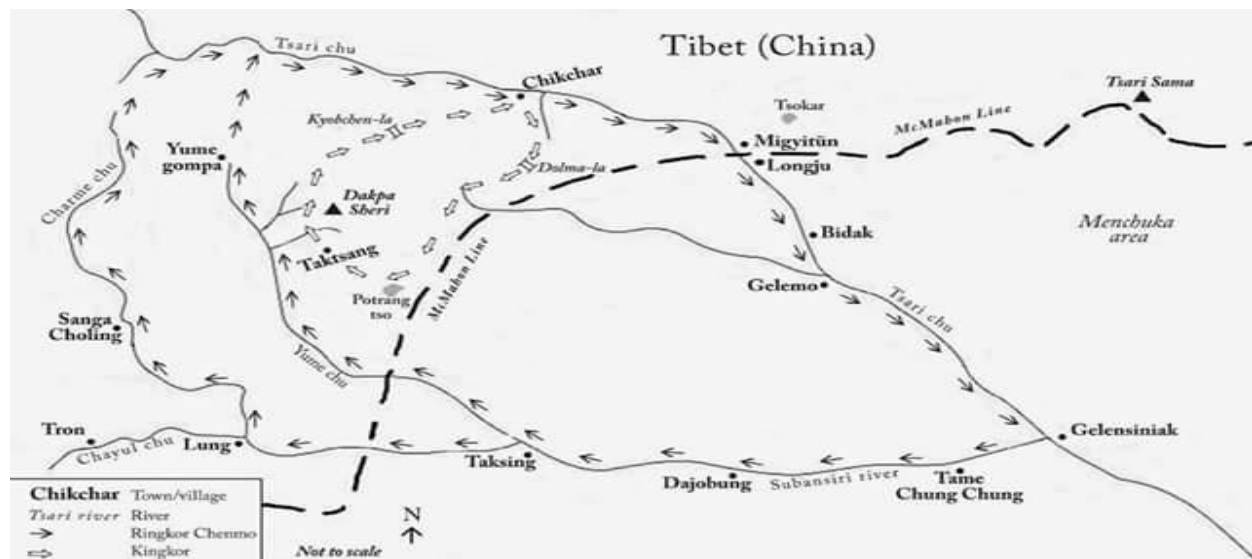
Source: Tayu Chader

Accordingly, the sons of Nyido Tako namely Nije, Niye, Suje and Suye appeared at Nava Lingne (a place, 8 kms before Limeking) with cattle like Erik (pig) Ikki (dog), Purok (chicken) etc from Nyido (sky)²³. On Nava Lingne (stone at Nava), still the footmarks of human and cattle do exist. So, four brothers stayed at Nava for few days and started their migration upward towards the river Subansiri. From Nava, they reached Limeking. During that period, Limeking was under the domain of demon named Tameng. Four brothers killed the Tameng and owned the whole land. Then, they moved toward Orak which was under the domain of demon named Tarak. Four brothers killed Tarak and occupied the land of Orak²⁴. From Orak, they reached and occupied Linso by killing the demon named Taso. From Linso, they occupied Galen Sinyak by killing old demon named Talin²⁵. From Galen Sinyak, they reached and occupied the land of Oju by killing the demon named Taju. From Oju, they reached and occupied the land of the Chetu by killing the demon Tatu. Finally, from Tatu, they reached and occupied the land of Dadu by killing demon Tadu²⁶. Four brothers found the area of Dadu suitable for settlement. They settled at Dadu for few years. At Dadu, Suje and Suye become older and did not want to move further, but Nije and Niye wanted to move further and occupied more suitable land for settlement²⁷. They decided that both Suje and Suje should remain at Dadu and Nije and Niye must go on further to capture more land. Hence, both Nije and Niye moved through Rediing, Tungba, Tayang, Ojugo, Sangrok, Natam, Oyang, Yasar –Yangchi, Nagio, Veo-lo Padum, Burb Lung and finally they reached at Labrang²⁸. From Labrang, they migrated towards Yume. In the mountain of Yume, they saw a beautiful lake. In the lake, they met a Buddhist Lama, who came out from inside the Lake. The Buddhist Lama introduced himself as Takpasiri²⁹. In the meeting, Takpasiri asked to Nije and Niye “what are your names and why do you come here?” Nije and Niye answered him that they are the Nahs and they came here in search of suitable land for settlement. After that, Lama said wait for him and went back inside the lake. After few minutes, Lama came out again with the human head in one hand and human heart in another hand³⁰. Lama showed human head and heart to Nije and Niye and said “this head and heart belongs to the lord of Tibetans. I have captured the soul of their lord, and will not leave the soul until and unless the Tibetans pray me. Tibetans must visit here at lake once in a year (12 months) and must do Yatra around me (Takpasiri

mountain) once in a 12 (twelve) years³¹.” Further Lama said to Nije and Niye, “if you want suitable land for settlement, then go to Tibet and inform them what I have said to you.”

Hence, Nije and Niye went to the Tibet, where they noticed that the Tibetans were in misery. Nije and Niye asked the causes of misery to the Tibetans. They answered to Nije and Niye that their lord had died and they are waiting for re-incarnation of the lord, but still their God is not re-incarnated. Therefore, Nije and Niye informed whole massage of Takpasiri to the Tibetans³². Tibetans received their massage and started to pray Takpasiri by visiting at lake and done Yatra around the Takpasiri Mountain as narrated by Nije and Niye which is shown in Map A.

MAP A: YATRA ROUTE



Source: Hiwak Chader

Miraculously, the lord of the Tibetans took re-incarnation. So, it is believed that the lord of Tibetans might be his holiness Dalai Lama³³. Following the event, Nije and Niye had received great respect from the Tibetans. Tibetans offered many precious items to Nije and Niye as a token of love and regarded them as messenger of the God³⁴. Accordingly, the Tibetans kept visiting the said lake and offered prayer and Yatra as per Nije and Niye.

After this, Nije and Niye returned to the lake, where they met Buddhist Lama. Lama told them that, the head of human is the symbol of this Takpasiri Mountain and the heart of human is symbol Potrang Lake³⁵. Further, Lama was happy with the Nije and Niye. So, Nije and Niye were rewarded with the area of Lung, Labrang and Yume for settlement by the Lama³⁶.

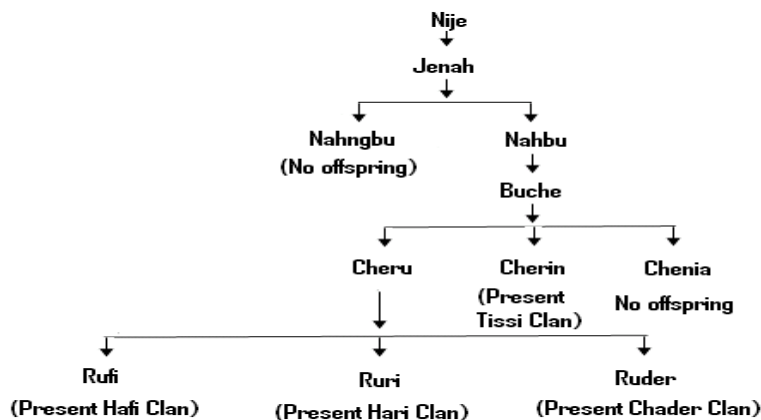
When they got the suitable land for settlement, Nije and Niye remembered their brothers Suje and Suye for company. So, they returned to the Dadu from the same route. When they reached Dadu, they noticed that their brothers had become a half human and half demon³⁷. Because both Suje and Suye got married to demon girls and slowly and slowly, they were transforming from human to demon. Nije and Niye noticed that, the face of both Suje and Suye were covered with Fungus and they were not looking like a human being. Four brothers met together and cried by keeping one another in hand. In this, Suje and Suye told to their brothers that, they are not a fully human being

and could not move further together with Nije and Niye. So, Suje and Suye wanted to remain at Dadu and told Nije and Niye to go further for better life³⁸. Suje and Suye further told them that, they would take care of the mountains, animals, birds, other natural creatures and most importantly they would take care of the generations of the Nije and Niye. After this, Suje and Suye became a big stone; Suje in right side of the river Subansiri which the Nahs called as Ulo (Yolo-Karbo)³⁹. And, Suye in the left side of the river Subansiri which the Nah called as Malo (Nalo-Karbo)⁴⁰.

Nije and Niye left Dadu and reached at Lung. They constructed house, granary, cultivated agriculture and started normal life at Lung⁴¹. Both the brothers cultivated separately. In the time of harvesting, Nije harvested huge crops but Niye harvested nothing whereas both of them cultivated in the same area. Niye regarded this misfortune as unlucky. Also, he was heated by the horn of Yak. Therefore, Niye thought that, the area of Lung is not favourable for him and wanted to migrate further. Nije was not in favour of migration. So, Niye told to his brother Nije that the area was favourable for Nije for settlement. Further, he told his brother to allow him to choose another land for settlement⁴². Hence, Niye went out from Lung. It is believed that Niye had chosen the area of present Chiang Tajo of East Kameng District⁴³.

Nije himself adjusted in the environment of Lung and closely associated himself with the Tibetans⁴⁴. Also, he himself married to a Tibetans woman. Years after years, Nije occupied the area of Lung, Raprang, Labrang, Yume and its surrounding areas.

DIAGRAM C



The Nahs have good knowledge of their genealogy. According to their genealogy as shown in Diagram C, Nije had one child named Jenah. Again Jenah had two sons named Nahngbu and Nahbu. Nahngbu died earlier and had no child. From Nahbu, Buche was born. Buche was the first Nah man who went to the court of the King of Tibet at Lhasa.

During the time of Buche, the Tibetan could not pay the Yatra tax to the Nahs. So, the Buche argued with the Tibetan pilgrims to pay the taxes, but the Chuye (Governor) of Chamjeng (Lung was under the Chamjeng Province) denied the proposal of Buche. In an argument, the Chuye (Governor) wrote a letter in Tibetan writing to the king of Tibet and given to Buche. He told Buche to hand over the letter to the King and being a final authority, he would answer him whether tax should be pay or not. Buche received the letter from Chuye and went to Lhasa and met the King of Tibet. King asked him

about the pilgrimage taxes and its history. Buche elaborated whole episode of history of Nije and Niye, Takpasiri, Potrang lake etc to the king of Tibet. Further, he said that the Nahs are main agent of supplying the animal skin, Tamen (colour dyer), cane, bamboo, Taru (fire tree) etc to the Tibetans⁴⁵.

King of Tibet was impressed by the outstanding personalities of Buche. Then he disclosed the secret letter wrote by the Governor of Chuye, that Buche must be killed in the court of the King. Buche was shocked by the letter wrote by the Governor. However, Buche was appointed as the New Governor of Chamjeng by the King of Tibet, due to his outstanding personalities⁴⁶. Buche was the first Nah man who recognized the existence of Nahs in Tibet⁴⁷.

Buche had three sons namely Cheru, Cherin and Chenia. Chenia died at an early age; Cherin is regarded as the ancestor of present Tissi clan of the Nahs. And Cheru had three sons namely Rufi, Ruri and Ruder. These three brothers are regarded as the ancestors of the Nahs. Hafi clan considers Rufi as their ancestor, Hari clan regards Ruri as their ancestor and Chader clan regards Ruder as their ancestor⁴⁸. All the clans of the Nahs had settled at Lung. Slowly and gradually, Lung became the centre for the Nah settlement. Nah people were very clever and could even challenge the Tibetans.

The Tibetan Buddhist text recorded the existence of the Nahs for the first time in late 1906 A.D; when the Nahs were caught in the looting the Tibetan village. Nah group always looted the Tibetan village, so the local people of Chayul with the help of Tibetan army troop from Kurab Namgye Dzong killed around 146 Nah people⁴⁹. But the Nahs struggled with the Tibetan and continued to loot the Tibetan. Much negotiation took place between the Nahs and Tibetan, but could not solve the problems. Finally, the Tibetan government sent an army against the Nah in 1920 under the Generalship of Tsarong Sharpe Dasang Drandul (1888-1959)⁵⁰. The Tibetan army destroyed the Nah village at Lung. Nahs were dispersed, and by the late 1920s or early 1930s, the Nahs people had resettled down at two locations. One at Raprang, about 7 km above Lung on the Char Chu River, and the other around the Taksing area. Till now, Nah populace still inhabit in these places along both sides of Indo-China boundary. Thus, the Nahs have settled at Taksing (India) and Rafrang (China) till date⁵¹.

CONCLUDING REMARKS

Nah community of Arunachal Pradesh has their own unique history of origin and migration. However, there are no written records and documentation of their history related to origin and migration as most of other communities of the state. Basically, they largely depend on oral history, legends, myths, beliefs, customs and traditions to reconstruct their glorious past. According to their myths and legends, Chan- the creator had created the Universe; Abu Tani- the first human being and; all other creatures. According to genealogical timeline of Nahs, Abu Tani and Donyi Yayi was the first married human in the earth. Also, migration history of Nahs has seen appearance of Takpasiri- the Buddhist Lama. Fascinatingly, Nahs are regarded as the messenger of the God by the Buddhist community who had helped the lord of the Tibetans believed to be his holiness Dalai Lama to take re-incarnation. Further, this community had been in receipt of taxes from the Tibetans as Tibetans had to keep visiting for offering prayer and take Yatra around the scared lake located in Nahs inhabited region. Nevertheless, the payment of taxes discontinued later on which led to plundering of Tibetans by Nahs. On retaliation, Tibetan had to deploy army which had led to massacre of many

people from Nah community. Therefore, there had been many twists and turns in relationship between Nahs inhabiting along both sides of Indo-China boundary and Tibetans counterpart.

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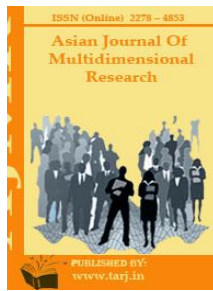
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EFFECTIVENESS OF E-GOVERNANCE THROUGH AKSHAYA CENTERS: A CASE STUDY WITH SPECIAL REFERENCE TO KOZHIKODE DISTRICT

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ABSTRACT

*Akshaya project is bold plan to provide e-literacy to common people and to 'bridge the digital divide' by enabling tens of thousands of ordinary citizens to access relevant information in the local language over the internet. The twin objectives of Akshaya are to provide basic e-literacy and to develop appropriate IT infrastructure so as to leverage the e-literacy and IT infrastructure for e-governance in the state- **governance** means the use of Information and Communication Technology as an instrument for achieving the goal of better governance. E-governance as a concept can be visualised in **narrow sense** as well as in broad sense. Narrow sense can be visualised as confined to using ICT for better service delivery by state. Aadhar card scheme of India is a good example. In the broader **sense** E-governance covers all stakeholders ie government, business, citizens and nongovernment workers. As governance is a collective approach, it has to involve dialogic process rather than one sided argument. The various dimensions of this collective approach can be in the fields of administration, services, e- government, democracy etc. This paper is an attempt to analyse the effectiveness of Akshaya Centres in accomplishing effective for the students.*

KEYWORDS: Akshya centre, E-governance, ICT, Information.

INTRODUCTION

Due to the technological development our society is constantly changing. Modern technology has revolutionized people's media of communication. Radio, telephone, satellite communication, cellular technology, wireless, internet etc are some of the modern means of communication adopted by people in the highly competitive and ever changing world. Today two people can chat with a help of computer even when they are in different places, which means distance is not at all a constraint for communicating with people in any part of the world. Technology has made it possible for this information to reach far and wide. It is due to the World Wide Web that the information could reach one and all spread in the different countries.

E-governance is the use of a range of modern Information and Communication Technologies such as internet, Local Area Networks, mobile phones etc by the Government to improve the effectiveness, efficiency, service delivery and to promote democracy. Representative democracy relies on supposition that best way to make a decision is wider participation for all its citizens by giving access to relevant information. Government is by nature an information intensive organization. Through e-governance the government aims greater attention to improve service delivery mechanism, enhance the efficiency of production and emphasis upon the wider access of information. Government can transform citizen service, provide access to information to empower citizens, enable their participation in government decision making mechanism and enhance citizen's economic and social opportunities, so that there is a sustainable development of the present as well as for the next generation.

Akshaya project bridges the gap between the 'Information Rich' and the 'Information Poor'. 'Information rich' categories are those elite category people who have easy access to internet and are proficient in using the facilities offered by it. Whereas the 'information poor' category people are those who are not computer literate and don't have internet facility in their home. The Akshaya project was conceived in such a way to achieve this objective by developing Information and communications technology (ICT) access points (e-centres) primarily, and also addressing issues like skill setting by giving e-literacy training to at least one member in 6.4 million families in the state. The project developed contents relevant to local people in local language both on the web and on digital media. E-centres also deliver services like e-learning, e-business, e-payment, e-governance, etc. The Akshaya project envisages offering of different kinds of functions by providing e-governance services within easy reach of every citizen and thereby saves consumer's costs on distant and repeated travel for the want of information. It provides critical information on developmental programmes offered by the government, beneficiary criteria associated with it and the current status of the beneficiary list, to bring in transparency and efficiency in the annual plan implementation, and to create avenues for development of the marginalised sections of the community. The vision of these activities is to establish ICT hubs accessible to common man even in the remotest part of the state and become a trendsetter in dissemination of ICT enabled services even at the grassroots level. It also acts as a model for the participatory governance through the effective use of Information Technology. The total number of e-centres set up in the state would be around 3000 ensuring at least two centres in a village/ panchayat. The scheme encourages and promotes public private partnership (PPP) involving small entrepreneurs especially in rural areas. The Akshaya project envisages offering different kinds of functions by providing e-governance services within easy reach and thereby saves consumer's costs on services.

ROLE OF AKSHAYACENTRES IN E-GOVERNANCE

The Akshaya ICT access points provide Government to Consumer (G2C), Government to Government (G2G), Consumer to Consumer (C2C) and Government to Business (G2B) information interchange and dissemination. These centres are being connected through high speed broadband wireless network. These centres cater to citizen needs in terms of offering services in communication, education-governance and other services. Akshaya centres function as decentralized information access hubs that cater to a range of citizen needs which has an inbuilt integrated front end. All government information and application forms are provided in the Akshaya centres. One of the most significant steps in the e-service delivery phase is the launching of e-pay services. The existing ICT enabled single window payment facility of all payables to the government by citizens can be utilised through the Akshaya centres. The leading Nationalised Bank, State Bank of India (SBI) online, FRIENDS (Jane Seva Kendra) and the Akshaya centres are the partners in the project. Akshaya centres with the integration of FRIENDS services, enable easy and hassle free bill payment. With the launch of these services, Akshaya project shall virtually bring in services to the doorsteps of the citizens who are the most needed ones.

Nissar and Yaqoob (2014) concludes that the application of e-governance improve the efficiency, effectiveness, transparency and accountability of informational and transactional exchanges within Government to Government, Government to Citizen, Government to Business and to the common citizen. They also found that the Akshaya centres make the government services more accessible to villagers and reduce the time and money and enables transparent access to local the government data and documentation. Kalsi et al. (2009) in their study they found out that the important factors contributing to good e-governance are good education facilities by the government which are job oriented, basic infrastructure development like roads, bridges, power, telecom, airport, irrigation, transport etc, safety of the life and property of citizens , peaceful law and order, creation of new job opportunities in the government as well as private sector and increase in the effectiveness and efficiency of the working of Government and its staff.

STATEMENT OF THE PROBLEM

The present study is intended to analyse the effectiveness of application of Information and Communication Technology through the Akshaya centres. Before the emergence of Akshaya Centres all services were done through the traditional methods that are time consuming and required many procedures to be followed. The role of the various types of information centres under ICT include: collection, processing, organization, storage and dissemination of right information, to the right user at the right time. The main technologies involved in ICT are computer technology as well as communication technology. Akshaya centre help the people of the state to attain Information Technology (IT) literacy and cater their government oriented information requirements. It acts as a 'Rural information Kiosk'. In a state like Kerala, the present situation and lifestyle of the rural people should be changed. So the IT and its related services can be accessible even to the layman of the state. So in the changing scenario of technological change there are many questions that remain unanswered. Some of them are the influence of IT services in the lives of the people in Kerala. The pros and cons of the usage of the IT services. Whether this technological advancement is accepted by all individuals? In this context, it is very relevant to study the effectiveness of these services

provide through Akshaya centres in Kerala as an information centre that will satisfy the information requirements of the citizen.

OBJECTIVES OF THE STUDY

1. To study the people satisfaction on the services provided by the Akshaya centre.
2. To analyse the effectiveness of e-governance services provided through Akshaya Centre.
3. To analyse usage of e-governance services provided through Akshaya Centre by the Society.

SCOPE OF THE STUDY

The present study is an attempt to find out the role of Akshaya centre in thee-governance in Kerala. The study focus only on the services of Akshaya centre catering to the students of the age group '13-23'years.. The scope of the study extends to cover the students visiting the Akshaya centres in Calicut district for meeting their different demands.

AKSHAYA CENTRES IN CALICUT DISTRICT

Calicut District is one of the 14 Districts in Kerala State. It is one of the educationally Forward district in Kerala. Presently, there are 135 Akshaya centres in Calicut district for fulfilment of the purposes of the users.

RESEARCH DESIGN

The type of research adopted in the present study is descriptive research. 15 Akshaya Centres were chosen by the researcher random sampling method. A sample size that is taken here for the study is 100 which cover some part of Calicut city. The primary data collected directly from students of various education institutions and secondary data from Akshaya Centers, books, journals and official website of Kerala Government. The required information was collected through personal interview method.

RESULTS AND DISCUSSION

The result of the analysis is briefly given in the following pages.

PURPOSE OF VISIT

Students were requested to respond their purpose for using Akshsya Centres and their responses are given Table1.

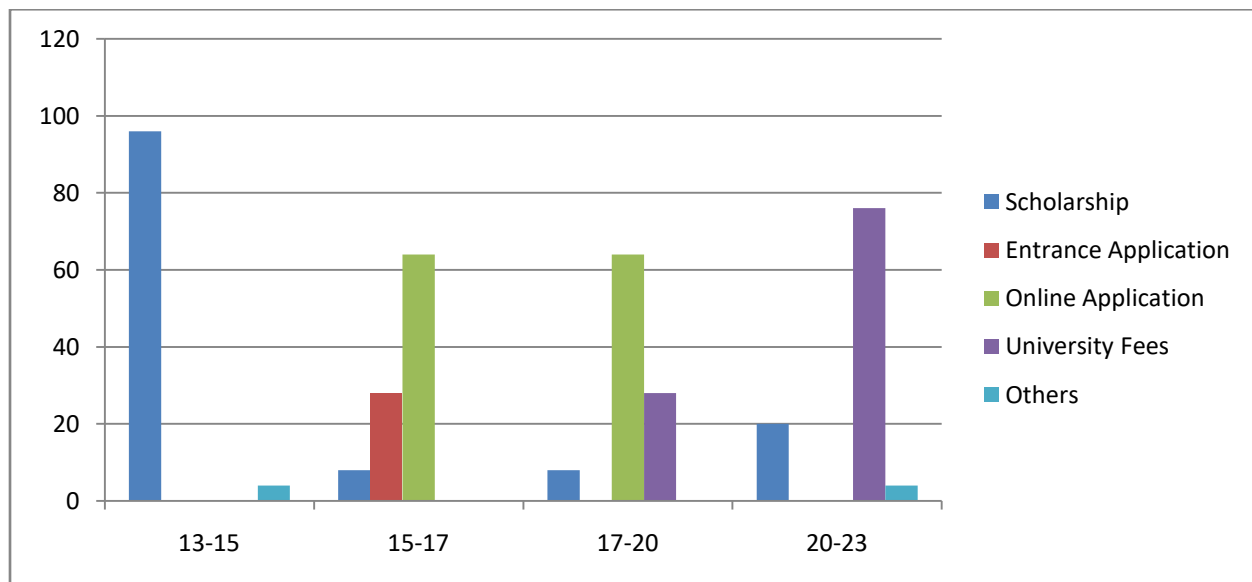
TABLE 1: PURPOSE OF VISIT IN AKSHAYA CENTRE (AGE-WISE)

Purpose of visit	Age group							
	13-15		15-17		17-20		20-23	
	No.	%	No.	%	No.	%	No.	%
Scholarship	24	96	2	8	2	8	5	20
Entrance application	-	-	7	28	-	-	-	-

Online application	-	-	16	64	16	64	-	-
University fees	-	-	-	-	7	28	19	76
Others	1	4	-	-	-	-	1	4
Total	25	100	25	100	25	100	25	100

Table 1 reveals that 96 percent of the age group 13-15 are use Akshaya centre for their scholarship purpose, 64 percent of 15-17 age group use Akshaya centre for plus one online application, 64 percent of 17-20 age group use for degree online application and 76 percent of 20-23 age group use it for paying university fees.

FIGURE1: PURPOSE OF VISIT IN AKSHAYA CENTRE (AGE-WISE)



2. PREFERENCE OF THE SYSTEM

Users were requested to respond their opinion regarding the preference of traditional system or Akshaya and their responses are given in table 2

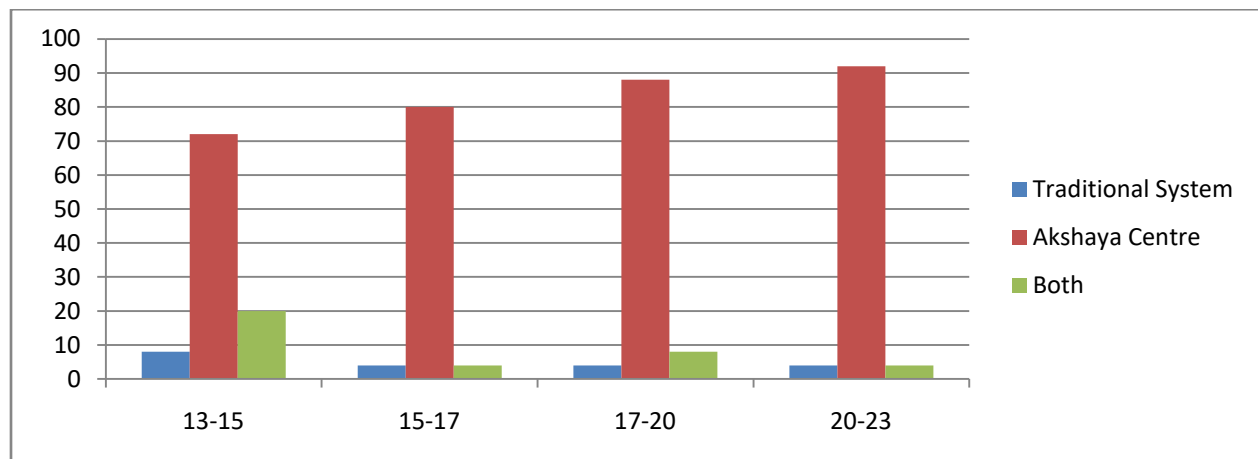
TABLE 2: PREFERENCE OF THE SYSTEM

Preference of system	Age group							
	13-15		15-17		17-20		20-23	
	No.	%	No.	%	No.	%	No.	%

Traditional System	2	8	1	4	1	4	1	4
Akshaya centre	18	72	20	80	22	88	23	92
Both	5	20	1	4	2	8	1	4
total	25	100	25	100	25	100	25	100

Table 2 reveals that 72 percent of students in the age group 13-15 choose Akshaya Centers as compared to traditional methods, 20 percent of respondents choose both the methods. 80 percent users in the category of 15-17 select Akshaya centers, 88 percent of students under the age group 17-20 prefer Akshaya Centers and 92 percent of students under the category of 20-23 choose Akshaya Centers for their services.

FIGURE2: PREFERENCE OF THE SYSTEM



3. OPINION ABOUT THE STAFF

Users are requested to respond their opinion about the staff of Akshaya Centre and their responses are given in table 3

TABLE 3: OPINION ABOUT THE STAFF

Opinion About staff	Frequency	Percentage
Excellent	29	29
Good	60	60
Satisfactory	8	8

Poor	3	3
total	100	100

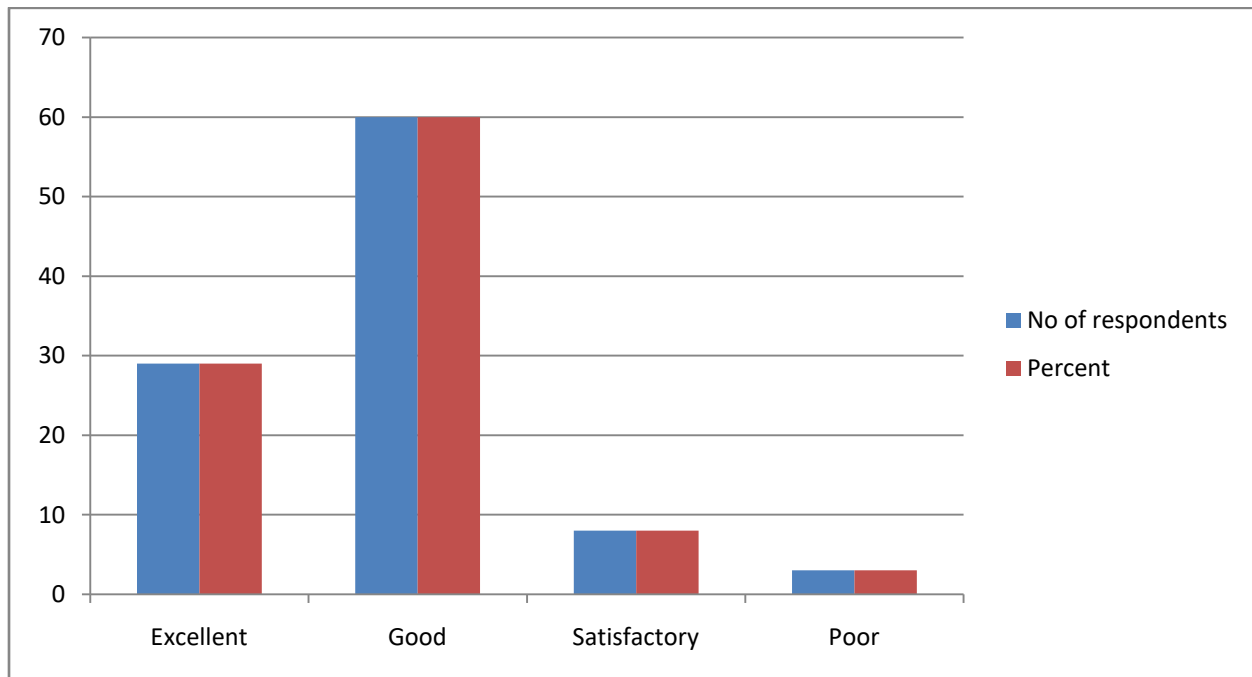
FIGURE3: OPINION ABOUT THE STAFF

Table 3 shows 60 percent respondents' opinion about the personnel of Akshaya is good. At the same time 29 percent of the respondent opinion it is excellent. Also 8 percent of respondents Opinion about the staff is satisfactory and very few number (3%) of respondents opinion is poor.

4. SATISFACTION WITH THE INFRASTRUCTURE FACILITY

Users are requested to respond their level of satisfaction with the infrastructure facility available in Akshaya centre and their responses are given in Table 4.

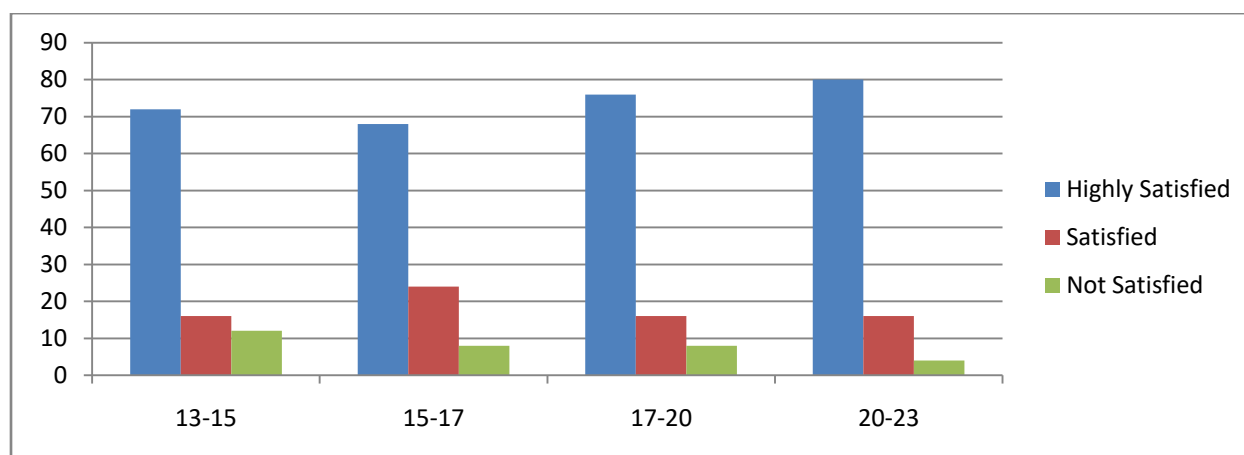
TABLE 4: SATISFACTION WITH THE INFRASTRUCTURE FACILITY

Satisfaction with the service	Age group							
	13-15		15-17		17-20		20-23	
	No.	%	No.	%	No.	%	No.	%
Highly satisfied	18	72	17	68	19	76	20	80

Satisfied	4	16	6	24	4	16	4	16
Not satisfied	3	12	2	8	2	8	1	4
Total	25	100	25	100	25	100	25	100

Table 4 reveals that 72 percent of respondent in the age group 13-15 highly satisfied with the services of Akshaya centers, 12 percent of students not satisfied with the service. 68 percent of students in the age group 15-17 highly satisfied with the service, 8 percent of students not satisfied with the service. 76 percent of students in the age group 17-20 highly satisfied with the service and 8 percent of students not satisfied with the service. 80 percent of students in the age group 20-23 highly satisfied with the service and 4 percent not satisfied with the services.

FIGURE4: SATISFACTION WITH THE INFRASTRUCTURE FACILITY



FINDINGS AND CONCLUSION

Majority of the students under the category of 13-15 are coming for applying scholarships. Majority of the students come along with their parents, while a few come alone for filing the scholarship forms. The inflow of students to the Akshaya centre is almost the same during weekdays as well as in the weekends. For availing e-grant scholarship the Akshaya centres doesn't levy any charge for the students. For filing application of students e-mail id compulsory. Majority of students under this age group do not have email of their own when they visit the Akshaya centres for the first time. Those students who do not have email id create it from Akshaya Centers. The students also come for applying for the income and caste certificates. After filing the online applications, most of the students also take print out of their application from the Akshaya centers itself. Normally they take 5-10 minutes for applying one online application. Before they leave the center, most of them enquire about other services provided through the Akshaya centers. Application fees is normally below 100 rupees. All the scholarship for this age group is usually notified once in a year. For applying e-grant scholarship, the physical presence of the candidate is compulsory.

Majority of students under the category 15-17 come for filing entrance and plus one applications. Once their admission process is over, they approach Akshaya Centres for applying for scholarships. 70% of students come individually, 20% along with their friends and 10% along with their parents. The students also apply for their caste and income certificates through the Akshaya Centres. They also take printout of their online application forms. No case of project work conducted by students through Akshaya Centers was found.

Normally they spend 5-10 minutes for filling their applications. Application fee is always below 100 rupees. In this case also all applications are notified once in a year.

Majority of students under the age group 17-20 come to fill the degree online application, university fee and apply for scholarships. Normally students under this age come along with their friends. Students of this age group regularly visit the Akshaya Centers for paying fee for their semester exams, semester improvement exams and supplementary exams. They also take printout of the application forms. Copying facilities using pen drives and compact discs not found. Usually applications are normally called for once in a year and a fee is usually below 100 rupees.

Majority of students under the category of 20-23 come to apply for scholarship and paying their university fee. Only 25% of students use the facilities of scholarships. Compared to boys, girls are more vigilant about scholarships and other government assistance through Akshaya Centers. Normally during the reopening period after semester holidays, students' visiting frequency is high in the Akshaya Centres. During the vacation period frequency was found to be very low. These students visit the Akshaya Centers for filing application for improvement exams and supplementary exams.

CONCLUSION

E-governance through the Akshaya Centres provides a great opportunity to local people to access computer assisted government services. The modern technological terms are not familiar to every individual. The services provided by the Akshaya Centers are accessible to every resident irrespective of whether they are literate or illiterate. Akshaya Centers function as decentralized information access hubs that cater to a range of citizen needs that has an inbuilt integrated front end. All government information and application forms are provided in the Akshaya centres. The working of the Akshaya centres is very effective in every area of services they provide for the local people. The student community especially are greatly benefited by utilising the services offered by the Akshaya centres for meeting their academic requirements.

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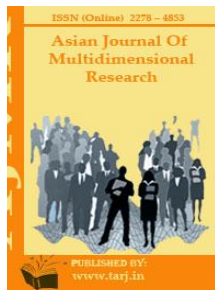
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GREEN ECONOMY: CONCEPT AND CHALLENGES FOR DEVELOPING COUNTRIES

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ABSTRACT

The concept of the green economy has emerged from the field of environmental economics to become increasingly influential in government policy and decision-making over the last few years (United Nations Environmental Programme (UNEP), 2011a). This is due in part to the global economic crisis. Added to this is the likelihood that the world's population will reach nine billion by 2050 (Organisation for Economic Co-operation and Development (OECD), 2011). Their water, energy and food needs will place the planet's resources under immense pressure.

KEYWORDS: *Increasingly Influential In Government, Environmental Economics.*

INTRODUCTION

The concept of the green economy has emerged from the field of environmental economics to become increasingly influential in government policy and decision-making over the last few years (United Nations Environmental Programme (UNEP), 2011a). This is due in part to the global economic crisis. Added to this is the likelihood that the world's population will reach nine billion by 2050 (Organisation for Economic Co-operation and Development (OECD), 2011). Their water, energy and food needs will place the planet's resources under immense pressure. In light of growing concern surrounding global climate change and mounting public pressure to address environmental degradation, the green economy is seen by many as the way to both protect the environment and stimulate global economic recovery.

GREEN ECONOMY: MEANING

- Increase in green investment

- Increase in quantity & quality of jobs in green sectors
- Increase in global and local environmental benefits
- Decrease in energy/resource use per unit of production
- Decrease in greenhouse gas emissions
 - Decrease in waste and pollution

UNEP's WORKING DEFINITION OF A GREEN ECONOMY

A system of economic activities related to the production, distribution and consumption of goods and services that result in improved human well-being over the long term, while not exposing future generations to significant environmental risks and ecological scarcities

DEFINITIONS OF GREEN ECONOMY CONCEPTS

- **A LOW CARBON ECONOMY:** part of a GE measured by the carbon level of economic activities.
- **GREEN GROWTH:** GDP growth subject to green conditions as well as focusing on green sectors as new growth engines - growth in a GE is green growth.
- **GREEN JOBS:** jobs in green sectors, also known as green collar jobs.
- **CIRCULAR ECONOMY:** an economy in which the waste from one production/consumption process is circulated as a new input into the same or a different process – one of the approaches to a GE.
- **ECOLOGICAL ECONOMY:** an economy subject to ecological principles (eg biodiversity & carry capacity) as well as utilising ecological functions to contribute to both the economy and ecosystems (eg organic farming) – one of the approaches to a GE.

GREEN ECONOMY PROTECTS AND PRESERVES BIODIVERSITY

- The loss of biodiversity has caused some people to experience declining well-being, and exacerbating poverty in some social groups.
- Furthermore, the ecosystem is the prime provider of a number of raw materials that serve as an engine for economic development.
- The preservation and protection of ecosystems is at the heart of the green economy agenda and green investments also aim at reducing the negative externalities caused by the exploitation of natural capital.
- Investments in the preservation of forests which sustain a wide range of sectors and livelihoods and at the same time preserve 80% of terrestrial species.
- By boosting investment in green forestry, a green economy agenda would preserve the economic livelihoods of over 1 billion people who live from timber, paper and fibre products which in their turn currently yield 51% of global GDP (this is far outweighed by the non-market public goods derived from forest ecosystem services).

GREEN ECONOMY AND DEVELOPING COUNTRIES

- Green economy policies can help developing countries attain economic and social gains on several fronts, e.g. deployment of cleaner energy technologies and improved access to energy services; improved resource efficiency through investments in cleaner production approaches; increased food security through the use of more sustainable agricultural methods; and access to emerging new markets for their green goods and services.
- Improvements in resource efficiency and diversifying the energy matrix can reduce import bills and protect a country from price volatility in energy markets, while reducing the environmental footprint and associated health costs of economic activity.
- There are a number of ongoing developing country initiatives that are demonstrating a positive benefit stream from specific green investments and policies, and if scaled up and integrated into a comprehensive strategy, could offer an alternative sustainable development pathway, one that is pro-growth, pro-jobs and pro-poor.

GREEN ECONOMY LEADS TO PROTECTIONISM

- Concerns have been raised that the implementation of a green economy could lead to trade protectionism and conditionality's on development aid.
- Trade measures encouraging environmentally sustainable practices, e.g. standards, subsidies, public procurement, and market access related measures, are often mentioned as potentially leading to green protectionism.
- It is essential to find the right balance between safeguarding market access and protecting health and the environment.
- At the international level, one important means of mitigating this risk is to ensure substantive participation of developing countries in relevant standard setting negotiations and processes to ensure the concerns are addressed.
- At the national level, the formulation of green economy policies needs to consider the potential effects on the trading positions of other countries, especially low income countries.

SUGGESTIONS FOR GOVERNMENT

- A number of policies could stimulate green investment and enable a green economic transition, ranging from regulatory and economic instruments to public-private partnerships and voluntary initiatives. The relevance and efficacy of a particular policy is often highly dependent on the unique endowments and capacities of the country considering the policy.
- One of the most direct ways for governments to promote a green economy is through public finance and fiscal measures. For instance, public expenditure on research and development can be an effective means of stimulating the innovation necessary to transition to a green economy.
- In many developing countries where access to capital is limited, public investments in a green economy are particularly important. Governments can also lead by example through the use sustainable public procurement efforts that stimulate demand for green products and services.

- A legal framework that facilitates green economic activity and regulates harmful forms of production and consumption is also necessary.
- Building the capacity of governments and other stakeholders, as well as promoting actions that increase public support for change.

UNEP GREEN ECONOMY INITIATIVE (GEI)

GEI OBJECTIVE

Advise countries in greening their economies by working with a wide range of partners to provide cutting edge economic analysis and research products.

THE PROGRAMME: HIGHLIGHTS

- ❖ One of the nine proposed inter-agency United Nations Joint Crisis Initiatives (UN-JCI)
- ❖ Launched in October 2008
- ❖ Implemented by UNEP in partnership with over 20 UN, the
- ❖ IMF, World Bank, OECD, Private and Civil Society partners
- ❖ Funded by the Governments of Norway, Switzerland, United Kingdom and the United Nations Foundation
- ❖ Seeks to mobilise the international community and countries individually, towards green investments in key sectors and in 'natural' infrastructure.

GOOD THINGS ABOUT THE GEI

- It focuses on the positive links between being “green” and economic growth/decent job creation/poverty reduction
- It promotes green sectors as new growth engines and enables developing countries to leapfrog into modern economies
- It has the potential to address multiple challenges facing the humankind

ROLE OF THE PEOPLE

1. **GOVERNMENT OFFICIAL:** Share with UNEP thoughts on how the GEI can help your country in both development and environmental terms. Adopt green procurement policies to encourage the growth of green sectors.
2. **BUSINESS:** Operate and share your experience in practicing green investments and green businesses.
3. **RESEARCHER:** Contribute your analytical inputs, including data and information on economic, social, and environmental contributions from investing in green economies and from implementing the enabling policy reforms.
4. **CIVIL SOCIETY:** communicate the GEI to your constituencies, get feedbacks, and help UNEP ensure that the GEI adequately captures the particular concerns of your constituencies.
5. **MEDIA:** Publicise the GEI and encourage debates on the various streams of the GEI.

6. EDUCATOR OR STUDENT

- a. Promote and take green economy related courses and training;
- b. Advocate green economic practices in your campuses; and
- c. Influence those around you to prepare them mentally for a shift towards a green economy

7. SHAREHOLDER: Demand environmental information disclosure from the companies you invest in and adjust your portfolio towards green assets that are likely to provide a steady stream of income.

8. CONSUMER/PRODUCER: adopt green consumption and production behaviours and life styles:

- a. Use environmental as well as health labels for consumer products;
- b. Give preference to products and services provided in an environmentally friendly manner;
- c. Minimise and recycle waste.

CONCERNS OF MISUSE OF THE GREEN ECONOMY CONCEPT

Concerns have been raised by developing countries' delegations that the “green economy” concept may be misused or taken out of context, and that the promotion of the “green economy” concept may give rise to unhelpful or negative developments, and these must be avoided.

ONE DIMENSIONAL APPROACH

The first risk is that the “green economy” is defined or operationalised in a one-dimensional manner, taken out of its being embedded in the sustainable development framework, and promoted in a purely “environmental” manner (without considering fully the development and equity dimensions) and without consideration of the international dimension, especially its negative effects on developing countries. In such a situation, if the green economy concept gains prominence, while the sustainable development concept recedes, there may be a loss of the use of the holistic sustainable development approach, with imbalances between the three pillars.

“ONE SIZE FITS ALL” APPROACH

The second risk is that a “one size fits all” approach is taken, in which all countries are treated in the same manner. This would lead to failures either for environment, development or both. The levels and stages of development of countries must be fully considered, and the priorities and conditions of developing countries taken into account. The principle of common but differentiated responsibility should be respected and operationalised. Thus, in considering various principles, policies and targets, adequate flexibilities and special treatment should be provided for developing countries, such as exemptions, allowance for more lenient obligations, and the provision of finance, technology and capacity building.

RISK OF USING ENVIRONMENT FOR TRADE PROTECTION

Thirdly there is a risk that the environment, and by implication the “green economy”, can be inappropriately made use of by countries for trade protectionist purposes, and that in particular developed countries may use this as a principle or concept to justify unilateral trade measures against

the products of developing countries. One example are the proposals or plans to impose a “carbon tariff” or “border adjustment tax” on products on the grounds that these generated emissions of carbon dioxide during the production process above a certain level, or that the exporting country does not have emission controls of a standard deemed adequate by the importing country. Developing countries are strongly opposed to such trade measures, which are seen as protectionist. This would penalise developing countries that do not have financial resources or access to low-emission technologies, and thus violate the principle of common but differentiated responsibilities.

ATTEMPTING TO GAIN MARKET ACCESS THROUGH THE GUISE OF ENVIRONMENT

Another risk is that the environment is misused as a disguised method by countries to promote the access of their goods and services into markets of other countries. There is a fear that the Green Economy concept could be used as a front for mercantilist interests. For example, concerns have been expressed by developing countries in the WTO that some developed countries have been attempting to get them to eliminate the tariffs of many of their goods that the proponents claim are “environmental goods.” This follows a mandate in the Doha negotiations to reduce or eliminate barriers to environmental goods and services.

THE TREATMENT OF SUBSIDIES

Another concern of many developing countries is that some developed countries have been providing their companies with major subsidies for the research and development (R&D) of environmentally sound technologies. This puts developing countries at a disadvantage, especially since they lack the financial resources to match the developed countries' subsidies. Given this unfair imbalance in subsidies, the developing countries and their firms would be in an even worse competitive situation if they have to lower their tariffs on environmental products.

ENVIRONMENTAL STANDARDS

Another potential problem is the adoption of environmental standards for products; developing countries that are unable to meet the standards face the prospect of losing their exports. The approach towards developing countries should be to provide resources and technology for upgrading their environmental technology and standards, and not to penalise them. The full and effective participation of developing countries in setting international standards is also needed as many important standards are currently “globalised” from those of developed countries without the concomitant support to developing countries to assist them to comply with such standards.

NEW CONDITIONALITY

Another risk is that the “green economy” may be used as new conditionality on developing countries for aid, loans, and debt rescheduling or debt relief. This may pressurise affected developing countries to take on one-dimensional environmental measures rather than sustainable development policies that take economic and social development and equity goals into account.

POLICIES AND MEASURES FOR PROMOTING SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY

In operationalizing the Green Economy concept, the three aspects of sustainable development (environmental, economic and social) should be incorporated, to obtain a multi-dimensional outcome.

The following are some measures and policies that can be taken to promote a more environmentally-sound economy in the context of sustainable development:

1. Recognizing the economic and social value of environmental resources.
2. Conserving resources as well as rehabilitating damaged environments and eco- systems
3. Enabling prices to better reflect their environmental value, while also enabling ordinary people and the poor to access basic goods and services.
4. Government promotion of environmental objectives through financial, industrial and technological policies and measures, including subsidies, incentives, use of government investment and budget, and placing limits to pollution and over-use of resources through regulation and other policies.
5. Regulating the market.
6. Recognizing the link between livelihoods and living conditions of small rural producers and communities and the environment.
7. Promotion of sustainable consumption and lifestyles.
8. Food security, rural livelihoods and sustainable agriculture.
9. Strengthening international policies and mechanisms to support developing countries' policies and efforts towards sustainable development.

CONCLUSION

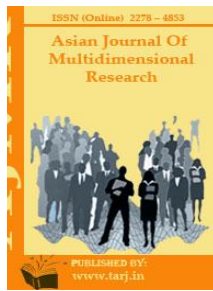
A “green economy” gives the impression of an economy that is environmentally-friendly, sensitive to the need to conserve natural resources, minimizes pollution and emissions that damage the environment in the production process, and produces products and services the existence and consumption of which do not harm the environment.

There are many challenges and obstacles facing developing countries in moving their economies to more environmentally friendly paths. On one hand this should not prevent the attempt to urgently incorporate environmental elements into economic development. On the other hand, the various obstacles should be identified and recognized and international cooperation measures should be taken to enable and support the sustainable development efforts. The conditions must be established that make it possible for countries, especially developing countries, to move towards a “green economy.”

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MEASUREING BRAND LOYALTY

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ABSTRACT

Branding is a strategic tool; it creates a favorable word of mouth and great publicity. An attempt is made in this paper to understand brand loyalty levels, customer association with the particular brand. Loyal customers are treated as good as brand ambassadors. Most of the international marketing scientist believe that Indian customer are greater loyal than their foreign counterparts. It is vital to companies to know the customer grievances as well as loyalty levels. The loyal customers bring Laura of new customers to the company. Brand loyalty measure gives a panoramic picture of repeat customers.

KEYWORDS: Brand, brand loyalty.

INTRODUCTION

Competition of the day demanding application of innovative and improved branding strategies, in an attempt to bring out innovation in brand building, the companies are in search of more effective branding practices, through which a marketer tries to build long term relations with the customers. Today's customer life style is highly linked with Brands. The very dawn to dusk customers buying several brands, tooth paste to sleeping pills. In any business, gaining new customers is quite difficult and expensive, and requires lot of marketing effort with uncertainty. In order to retain the current customers and maintain customer base is relatively easy and inexpensive. Loyal customers are price insensitive by nature, which reduce the vulnerability of any competitive action. It also reduces the intensity and nature of competitive rivalry in the industry. In marketing, "brand loyalty consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a

product or service or other positive behaviors such as word of mouth advocacy”. True brand loyalty implies that the consumer is willing, at least on occasion, to put aside their own desires in the interest of the brand.

Brand loyalty in fast moving consumer goods categories is a topical issue, with several brands resorting to price cuts across categories. More importantly, price cuts or sales promotion by themselves do not seem to have done much for brands in terms of sustaining brand loyalty. They may attract consumers in the short run: consumers may stock the brands and consumers new to the brand may try it. But over a period of time, a brand's value may get diluted in consumers' psyche, and will eventually lose a strong base of consumers. In today's highly competitive environments, improving consumers' loyalty to brands permits marketers to maintain a comfortable and lasting position in the marketplace.

Traditional marketing paradigms have always stressed the importance of brand loyalty; and marketers have always believed that brand loyalty would lead them to customer relationships, which would enable them to make the best use of customer lifetime value. Marketers may have to probe deeper into the concepts of loyalty to understand consumers' buying patterns before they embark on loyalty schemes. Traditional approaches to brand loyalty have stressed the importance of the fact that it is less expensive to maintain existing consumers than to get new ones. Consumers who are loyal to a brand are likely to spend more on it and also likely to spread the positive word of mouth to other consumers, thus becoming advocates of the Brand.

MEASUREMENT OF BRAND LOYALTY

The criteria and factors considered for loyalty measurements are different at each level of loyalty as the degree of loyalty and nature of relationship changes. In the bottom levels loyalty is not recognizable. Loyalty measurement at this level is in terms of sales turnover, product's profit margins, price attractiveness and price sensitivity. These are the major factors for purchase and repurchase behavior of customers at these levels. At the middle level, loyalty is measured in terms of potential spending by the customers, recalling level of the brand, perceived attributes of product, and number of other brands purchased during the same time, and changed attitude towards brand. Loyalty at the top level is measure through satisfaction level, total spending on brand liking – which is scaled in variety of ways like respect, friendship, trust etc, and the reasons attributed. Another important measurement for customer's commitment is their involvement in spreading good word of mouth and number of people to whom they refer the brand. Measurement tools include structured questionnaire (both closed-end, and open- end), liker scale, and semantic differential scale, attitude rating scales, projective techniques and in depth interviews. Thus the brand loyalty need to be measured, it saves millions rupees expenditure would be devoted to sales promotion. In this article an attempt is made to measure brand loyalty.

OBJECTIVES OF THE STUDY

- To understand brand awareness of customers towards FMCG Products.
- To know the degree of brand loyalty towards FMCG Products.
- To study the role of advertisement in building brand loyalty.
- To study the role of sales promotion schemes in building brand loyalty.

SIGNIFICANCE OF THE STUDY

Today, products and services are penetrating into customer's life. Customers life styles are changing, consumption pattern are changing, buying habits are changing. Consumption of branded goods is increasing in the market, the whole market is transforming into a world of brands, the process of branding, some products attaining a good success and establishing long lasting relations, while the other are fail to reach their target customers, so there is a need for measurement of branding impact. This study is taken up to measure brand loyalty towards FMCG products.

METHODOLOGY

A descriptive research design is adopted in order to conduct the study. This design was found the most suitable for understanding the customers/ consumers perception, views, expectations and experiences with FMCG products, particularly bath soap, shampoo and detergent cake. There is a general feeling that descriptive studies are factual and very simple.

SAMPLE DESIGN

The data has been collected using simple random sampling technique. The target areas are Guntur, Vijayawada Then, one respondent from each household is contacted, and thus, the primary data is collected from 100 individuals. The data is collected mostly during the evening hours. It is felt that the evening hours are convenient and comfortable to the Respondents.

SOURCE OF DATA

The primary data were collected from customer/ consumers of FMCG products. All categories of customers were taken from Guntur and Vijayawada. The secondary data has been collected from Journals, Articles, Books, Doctoral Thesis, Magazines of Indian and Foreign origin, from the last ten years.

TOOLS OF DATA COLLECTION

The questionnaire and interview methods were utilized as necessary tools. Part A, dealt with questions pertaining to personal background and Part B includes standardized scale pertaining to assessment of customer views and opinions, they were measured with 5-point (Likert), where

Strongly Agree - 5

Agree - 4

Neither Agree nor Disagree - 3

Disagree - 2

Strongly Disagree - 1

Scores were used to have the accurate value of opinions.

The buying decision of a customer is greatly influenced by demographic factors such as, age, gender, education, occupation and income. Age is the factor that describes the customer experiences, expectations and evaluations.

TABLE 1: AGE OF THE RESPONDENT

Age	No. of Respondents	Percentage
Below 20 years	15	15
21 – 30 years	35	35
31 – 40 years	25	25
41 – 50 years	10	10
51 – 60 years	10	10
61 and above years	5	5
Total	100	100

Source: The figures are compiled from primary data

From the above table it is observed that 15 percent of respondents are below age group of 20 years, 35 percent respondents are between the age group of 21 – 30 years, 25 percent of respondents are between the age of 31 to 40 years, 10 percent respondents are between 41 - 50 years, 10 percent respondents are between 51 – 60 years and 5 percent of respondents are above 61 years. Majority of the respondents are between the age group 21 – 30 years.

TABLE 2: GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	69	69
Female	31	31
Total	100	100

Source: The figures are compiled from primary data

From the above table it is observed that 69 percent of respondents are Males and 31 percent of respondents are Females. Females' respondents actively participated in the survey. It shows the increasing role of Females' in buying decision.

TABLE 3: EDUCATIONAL LEVELS OF RESPONDENTS

Education	No. of Respondents	Percentage
Below SSC	5	5
SSC	16	16
Intermediate	14	14
Degree	20	20
PG Degree	45	45
Total	100	100

Source: The figures are compiled from primary data

The table no.3 shows respondents educational levels. The respondents are distributed between higher education and higher secondary education. It indicates that most of the respondents have high level of awareness and knowledge about the brands which they are using. 45 percent are Post-Graduates, 20 percent are Graduates, and 35 percent are from intermediate and below secondary school.

TABLE 4: OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage
Govt. Employee	15	15
Private Employee	45	45
Home Maker	12	12
Self Employed	10	10
Business	18	18
Total	100	100

Source: The figures are compiled from primary data

The above table depicts, most of the Respondents are Private Employees whose buying habits are normally go with the market trends. It also indicates private employment increasing in the economy. The income of respondents explains social status and buying patterns, it is the direct measurer of customers' potential purchase and future buying plans.

TABLE 5: RESPONDENTS INCOME PER MONTH

Income/Month in Rs.	No. of Respondents	Percentage
Below 5,000	22	22
5,000 – 10,000	28	28
10,000 – 15,000	25	25
15,000 – 20,000	15	15
20,000 – 50,000	10	10
Total	100	100

Source: The figures are compiled from primary data

Majority respondent's income is between Rs.5000 and Rs.15000.

TABLE 6: RESPONDENTS BRAND CHOICE PERTAINING TO BATH SOAP

Name of the company	No. of Respondents using the brands	Percentage
HLL	53	53
P&G	10	10
Others	37	37

Total	100	100
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Source: The figures are compiled from primary data

It is observed that 53 percent of respondents are using HLL bath soaps, 10 percent of respondents using P&G bath soaps, 37 percent of respondents using other Brands. This information is drawn through brand recall test.

TABLE 7: RESPONDENTS BRAND CHOICE PERTAINING TO SHAMPOO

Name of the company	No. of Respondents using the brands	Percentage
HLL	43	43
P&G	30	30
Other Brands	27	27
Total	100	100

Source: The figures are compiled from primary data

From the above table, it is evident that hair care increasing among customers. 43 percent of respondents are using HLL brands, 30 percent are using Proctor & Gamble brands, and 27 percent of respondents are using other company brands.

TABLE 9: RESPONDENTS BRAND LOYALTY (REPURCHASE) TOWARDS BATH SOAP

Brand Loyalty in years	No. of Respondents using the brands	Percentage
Below 6 Months	10	10
6 Months - 1 year	15	15
1 year to 2 years	20	20
3 years to 4 years	40	40
5 years and above	15	15
Total	100	100

Source: The figures are compiled from primary data.

Table No. 9 brings out the respondents association with bath soap from past few years. Western countries believe that the Indians are brand loyal; the average brand life in India is more than three years. The figures presented in above table conforms the belief that western world had regarding Indian consumers. Some of the respondents specifically mentioned that they are using bath soap (brands) from last decade; they also said that they are not willing to change their current brands. It shows their faith and affection towards the brands.

TABLE 10: FACTORS INFLUENCING BUYING DECISION

S.No.	Factors	Bath Soap	Shampoo
1	Quality	14	8

2	Brand Image	25	8
3	Features	8	12
4	Price	9	15
5	Advertisements	13	25
6	Fragrance	2	10
7	Availability	6	12
8	Friends	8	6
9	Retailer Advice	7	1
10	Sales People Advice	5	0
11	Credit	0	0
12	Packaging	3	3
Total		100	100

From the above table it appears that all the factors not so important but certain factors are quite important. It is noticed that feelings of respondents while purchasing the bath soaps, they consider quality as major factor, brand image, features and fragrance as desired factor. While buying shampoo, the respondents taking into the account of fragrance, quality, features, brand image. Quality is taken as prime factor while purchasing detergent cake, brand image, availability, wishing factors.

FINDINGS

- ✓ It is found that majority of the respondents are using FMCG brands of their choice from last three years.
- ✓ The respondents who are below 21 years old are willing to change their FMCG brands more frequently than their counterparts.
- ✓ Majority of customers opined that they are influenced by advertisements.
- ✓ It is also noted that HUL has occupied a lion share in FMCG market.
- ✓ It also can be understood that the brand loyalty is higher in our Indian market.

CONCLUSION

The brands have eternal life, products may die and buildings may ruin but brands have long lasting life. Brands establishes deep association with customers, this in turn may reduces marketing expenditure per unit. Brand loyalty is a customer's strong faith in product performance, it make them to loyal and assertive towards product or a company. The level of brand loyalty needs to be understood and comprehend. It saves inch by inch marketing cost. In present times brand average

life is sharply decreasing. Thus brand loyalty measure acts as checks and balances system to the marketing department and whole organization.

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SPIRITUAL PRACTICES AMONG KALPVASIS AND DAILY DEVOTEES

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ABSTRACT

There are many spiritual practices which are performed by Hindus for attaining mental and physical well-being and for many other purposes. Spiritual Practices Scale (SPS) developed by Singh and Husain was administered on 100 Kalpvasis and 100 daily devotees. t-test was used to examine difference between the mean scores of Kalpvasis and daily devotees on spiritual practices performed by them. Kalpvasis and daily devotees were drawn from the Maha-kumbh Mela held at Allahabad district of U.P in 2013. The main finding of this study was that Kalpvasis' as compared to daily devotees have high level of involvement in performing spiritual practices. Kalpvasis scored significantly higher than daily devotees on the following practices: reading scripture and religious literature, watching and hearing religious programmes on T.V or Radio, to pray privately other than at temple, going to temple, fasting, attending satsang, meditation (concentration on the self) in which attention is focused on thoughts and direct experiences, doing yoga, charity, doing havan-yagh, doing or hearing psalms, hymns and chanting mantras apart from prayer.

KEYWORDS: *Spiritual practices.*

INTRODUCTION

Spirituality is concerned with people finding meaning and purpose in their lives, as well as the sense of belonging, of community. Spirituality is a broader concept than religion. Religion is one expression of spirituality. In recent years, spirituality comes into focus in times of stress, suffering, physical and mental illness, loss, dying and bereavement, it is important not only in psychiatry but also throughout all of medicine (Koenig, McCullough, & Larson, 2001). Spirituality has been called

‘a quality that strives for inspiration, reverence, awe, meaning and purpose, even in those who do not believe in God’ (Murray & Zenter, 1989). So spirituality exists irrespective of whether they follow a religion or not. According to Sharma and Sharma (2006) religiosity and spirituality are two distinct constructs, religion is viewed as “denominational, external, cognitive, behavioural, ritualistic and public”, and spiritual as “universal, internal, affective, spontaneous and private”.

The present paper is aimed at to investigate differences between the Kalpvasis and daily devotees on spiritual practices performed by them at Maha-Kumbha Mela held at Allahabad (Prayag) district of UP.

Kalpvas refers to a particular period during which a devotee takes a resolve to lead a different life which is meant for Moksha. Kalpvasis are those people who reside nearby temples or other holy shrines for about one and half months and their daily routine is quite different at the time of kalpvas from their life times daily routine like at the time of kalpvas they take plain vegetarian food (satvik bhojan) once in a day, use dry grass to lie or sleep at night, stay in a grass hut during kalpvase, doing havan-yag daily, bathing in the Ganga many times in a day, doing bhajan-kirtan or chanting mantra at night and they give food to all of the hungry persons all time and also provide other services their best and they leave all of the luxury things they use before and after kalpvase.

In 1998, World Health Organization (WHO) has also emphasized the importance of spirituality in healing mental illness. According to WHO “patients and physicians have begun to realize the value of elements such as faith, hope and compassion in the healing process.”

Hinduism is considered one of the oldest religions of the world and also teaches us the better way of living. It is a group of religious sects that share certain core beliefs and practices. Before Hinduism there was Sanatana Dharma. Sanatana Dharma means the Eternal Truths (everlasting that always existed). However Sanatana Dharma was never used as a label for a religion as Hinduism is used today. Instead it was used to address the commonality among the sects within Hinduism. Ancient Hindus acknowledged that their individual sects share a common origin that is Sanatana Dharma or the Eternal Truths. Spirituality is an important aspect for the moral life of the followers of Hinduism.

SPIRITUAL PRACTICES

Spiritual practices include any activity that one associates with cultivating spirituality. In Hinduism, the practice of cultivating spirituality is known as upasana, sadhana, japa -the silent or audible repetition of a mantra, (Om ,The most basic mantra is Om, which in Hinduism is known as the "pranava mantra," the source of all mantras such as in the Gayatri mantra) is a common Hindu spiritual practice.

Spiritual people believe in the existence of God, and the beliefs and practices have powerful effects on the people’s life events. Therefore God can’t be ignored by people and God is considered as a teacher for all the time in our life. Spiritual / religious practices refer to the degree of participation in the practices of a religion or spirituality. Some of the specific spiritual / religious practices performed by Hindu devotees include prayer, yoga, meditation, reading holy scriptures, remembrance of God, visiting holy shrines, fasting, attending satsang, going on pilgrimage, charity, sacraments, devotional music and singing of bhajans (listening to and producing it) including songs, hymns, psalms and devotional chanting of a mantra ([Om Namah Shivaya](#) (Om and salutations to

Lord Shiva) , Om Namō [Narayanaya](#) or Om Namō Bhagavate Vasudevāya (Om and salutations to Lord Vishnu) or chanting in kirtan, admiring and enjoying nature, etc.

Spiritual practices can be assessed easily because it focuses on overt observable behavior (e.g. Connors, Tongan, & Miller, 1976). People can be described by the extent to which they engage in spiritual practices such as prayer, fasting, meditation. The participation in specific religious activities such as worship, singing, dance, offerings and public prayer are also included under this dimension.

Spiritual practices can be defined broadly as intentional activities concerned with relating to the sacred. They usually include activities such as prayer, meditation, contemplation, and service (Wuthnow, 1998). The objective can be described in religious terms as a process of purification or in psychological terms as movement up Maslow's hierarchy of needs (Walsh, 1999). Cultivating spiritual intelligence seems to call for a commitment to some form of spiritual practice.

Walsh (1999) described seven practices common to world religions that foster opening the heart and mind and help people cultivate some of these qualities. He discussed motivation for spiritual growth and the universal desire for happiness, emotional transformation for healing old wounds and cultivating love and gratitude, ethical living for peace of mind, attention training for concentration, the awakening of spiritual vision, and wisdom and service. Integral practice refers to disciplines derived from many traditions that integrate body, emotions, mind, and spirit (Murphy & Leonard, 1995). These practices expand awareness of wholeness and the intimate relationship between mind and matter, body, soul, and spirit. By enhancing awareness and cultivating sensitivity to inner realms of experience, practices such as yoga, meditation, psychotherapy, vision quests, journaling, music, and movement contribute to the development of spiritual intelligence. Some practices focus on the exploration of subtle realms of consciousness, as in the Christian "discernment of spirits." Others aim for clarity that transcends form, whereas others reach for transcendence of form and formlessness in a non-dual perception of reality as a whole. Contemplative practices range from simple reflection to deep meditative awareness that transcends thought altogether. Today, many people are making an effort to weave the deep experiences of silence and harmony attained in contemplation into the fabric of daily life. Spiritual intelligence facilitates the integration of subjective insights and illuminations with ways of being and acting in the world.

SPIRITUAL PRACTICES AND WELL-BEING

A good number of studies have demonstrated that there is a positive relationship between performing spiritual practices and all types of well-being (including psychological well-being, mental well-being and spiritual well-being etc.). We have been using spiritual/religious beliefs and practices for healing purposes and many people perform spiritual practices for enhancing or maintaining their spiritual, physical, mental, psychological, social and emotional health. Beside this many people perform spiritual practices for alleviating stress and acquiring mental peace (Husain & Singh, 2014).

In recent years, numerous empirical studies have supported the idea that certain spiritual beliefs and practices are positively associated with physical and mental health (Richards, 1999). The role of religion and spirituality in clinical medicine has begun to be appreciated in recent years, largely from arguments that such activities improve health and well-being (Chatters, 2000; Curlin, Sellergren, Lantos, Chin., 2007; Koenig, Larson & Larson, 2001; Mueller, Plevak, Rummans, 2001). Practical applications of spirituality are finding their way into the mainstream practice of medicine and

alternative methods of healing (Boyle, 1999). Koenig, McCullough and Larson (2001) found that religious beliefs and practices are associated with:

1. Better immune functions
2. Lower death rates from cancer
3. Less heart disease and better cardiac outcomes
4. Lower cholesterol

Burke, Chauvin, and Miranti (2005) observed that adults over 50 years old are the most frequent churchgoers, including African-Americans and other minority groups, whose elderly have higher rates of religious participation and commitment than their younger counterparts. Koenig (1993) cites evidence that elderly people who practice their spiritual beliefs are less likely to engage in neuroticism or irrational thinking, are less prone to anxiety and depression, and that their faith enhances their well-being. The concept of the meaning of life becomes more urgent as one nears the end of one's lifespan and counsellors dealing with elderly clients need to be comfortable in addressing the issues of meaning and faith.

Koenig (2008) concluded that religious involvement was associated with less cardiovascular disease, improved outcomes following cardiac surgery, lower rates of stroke, less cardiovascular reactivity and lower blood pressure, better immune/endocrine functioning, improved outcomes for patients with HIV/AIDS, lower risk of developing or better outcomes from cancer, and less susceptibility to infection. Koenig (2008) also concluded that:

1. Religious activity predicted slower progression of cognitive impairment with aging, and may be associated with a slower progression of Alzheimer's disease.
2. Religious involvement predicted less functional disability with increasing age, and faster functional recovery following surgery.

Idler, Boulifard, Labouvie, Chen, Krause, and Contrada (2008) assessed religious experiences occurring during congregational worship services. It was found that following rituals like attending at religious services provides multifaceted physical, emotional, social, and spiritual experiences that may promote physical health through multiple pathways.

Pilgrimage is an important aspect of our life and has both religious as well as spiritual significance. This study examined the relationship of religiosity, happiness and satisfaction with life in the case of pilgrims in a very special cultural context of the Ardh-Kumbh Mela (held in Prayag, Allahabad, India) during the months of January and February, 2007). The study specifically examined these relationships in a sample of Kalpvasis (pilgrims who stay at the banks of the Sangam for a month in the holy city of Prayag during the Mela period). One hundred and fifty-four Kalpvasis participated in the study. Positive association between religiosity, happiness and life satisfaction was obtained. Results showed that gender did not have a significant role on these relations in the case of pilgrims (Maheshwari & Singh, 2009)

Recently, [Krause](#), and [Bastida](#) (2011) assesses whether praying to the saints or the Virgin is associated with the health of older Mexican Americans. A survey was conducted of 795 Catholic older Mexican Americans (Mean age = 73.9 years; SD = 6.6 years). The findings support the

relationships that older Mexican Americans who attend church more often are more likely to believe in the efficacy of prayer to the saints or the Virgin, stronger beliefs in the efficacy of intercessory prayer are associated with more frequent prayer to the saints or the Virgin, frequent prayer to the saints or the Virgin is associated with greater God-mediated control beliefs, stronger God-mediated control beliefs are associated with greater optimism and greater optimism is associated with better self-rated health.

Spiritual practices (Koenig, George, & Siegler, 1988; Meisenhelder & Marcum, 2004; Hartmann, 2006) increase well-being. Four main reasons were given by Koenig (2001) to help explain the often beneficial connection between religion and markers of psychological (and physical) health. One reason is that religion allows for meaning to be derived by the individual believer to place order on experiences. Religion does so by proscribing to a generally positive worldview and those who are religious are better able to interpret positive and negative experiences as purposeful and meaningful, thus instilling optimism and hope. This meaning-making structure lends itself to more positive feelings and ideas than does a purposeless and chance-ridden view of the world. Positive emotions emerging from religious practice and experience are a second reason why religion may be linked with mental health. The positive feelings surrounding religion may prevent individuals from wanting to engage in pleasurable but health-hazardous behaviors. Furthermore, positive emotions stemming from religion may buffer daily hassles and stress. Through rituals and rites of passage, religion can add to positive psychological outcomes in a third way by providing community support during major life changes such as marriage and death. The religious community promotes in each individual characteristics such as altruism, generosity, and forgiveness towards others. Through these religious practices and beliefs, communities are strengthened and expanded, giving individuals access to greater social support while also reinforcing familial bonds.

Some researchers have found that spiritual practices, such as meditation, are also related to well-being on numerous scales. Meditation is what positive psychologists refer to as a “flow activity,” which is distinguished by a complete immersion in a present task (Csikszentmihalyi, 1991). Foster and Hicks (1999) find that through flow activities, individuals can further appreciate and enjoy their lives, as “happiness is all about living in the present”. For example, practicing mindfulness meditation (a Buddhist technique) for as little as eight weeks can measurably change parts of the brain associated with improved memory, sense of self, and empathy and decreased stress (Holzel, Carmody, Vangel, Congleton, Yerramsetti, Gard, & Lazar, 2011). Hartmann adds a new dimension of walking meditation as compared to traditional sitting meditation in his analysis of bilateral therapy. Hartmann discusses how the alternating stimulation of the right and left lobes of the brain “while thinking of a problem or issue” (such as in REM sleep) is potentially healing for emotional trauma (Hartmann, 2006).

Kalpvasis reside at Maha-Kumbh Mela on the banks of the Sangam for about one and half months and their daily routine becomes quite different at the time of kalpvas from daily Maha-kumbha attendees such as at the time of kalpvas they take vegetarian food (satvik bhojan) once in a day, use dry grass to sleep at night, stay in a grass hut during kalpvas, doing havan-yagh daily, bathing in the Sangam daily and some kalpvasis bath at least three times in a day, doing bhajan-kirtan or chanting mantras at night and they give food to all of the hungry persons come to there all time (either day or night) and also provide other services their best and they leave all of the luxury things they use before and after kalpvas. In sum they engage about 24 hours in the spiritual practices during kalpvas.

On the basis of this logic we are in a position to develop a hypothesis that kalpvasis as compared to daily devotees at Maha-Kumbha attendees would perform higher spiritual practices.

OBJECTIVE

The main objective of the present study was to examine difference between the kalpvasis and daily devotees at the Maha-Kumbha Mela on spiritual practices.

HYPOTHESIS

There will be significant differences between the kalpvasis and daily devotees at the Maha-Kumbha Mela on spiritual practices.

METHODOLOGY

PARTICIPANTS

Participants for the study were 200 adult Hindu religious devotees. Of these, there were 100 Kalpvasis and 100 daily devotees. They were randomly selected from the Maha-kumbh Mela held at Allahabad district of U.P. in 2013. The age range of participants was from 21 to 80 years.

MEASURE

Spiritual Practices Scale (SPS) developed by Singh and Husain (2013) was used in this study. The SPS assesses spiritual practices of Kalpvasis and daily Maha-kumbha attendees performed by them. It contains 16 items (12 items with a 5-point Likert scale and 4 items with a 3-point Likert scale). Reliability of the scale is .88 Cronbach's Alpha. All of the items were reversely scored.

PROCEDURE

The data were collected individually from the participants. Prior to data collection, the investigator established rapport with the subjects and explained the purpose of the investigation. Subjects generally took 15-20 minutes time in completing the scale.

DATA ANALYSIS

t-test was used to examine difference between the mean scores of Kalpvasis and Common people on spiritual practices.

RESULTS AND DISCUSSION

TABLE: INDICATING DIFFERENCE BETWEEN THE MEAN SCORES OF KALPVASIA (KALP) AND DAILY DEVOTEES (DD) ON SPIRITUAL PRACTICES

Item no	Participants	N	Mean	SD	t value	p
1	Kalp	100	3.28	1.207	4.255	<0.01
	DD	100	2.59	1.083		
2	Kalp	100	3.72	1.408	2.36	<0.05
	DD	100	3.25	1.403		
3	Kalp	100	3.77	1.004	2.908	<0.01

	DD	100	3.35	1.038		
4	Kalp	100	4.16	1.195	1.472	>.05
	DD	100	3.91	1.207		
5	Kalp	100	3.47	1.020	3.451	<0.01
	DD	100	3.01	.859		
6	Kalp	100	2.92	1.440	3.140	<0.01
	DD	100	2.33	1.207		
7	Kalp	100	3.62	1.316	2.128	<0.05
	DD	100	3.20	1.470		
8	Kalp	100	3.84	1.354	3.598	<0.01
	DD	100	3.15	1.359		
9	Kalp	100	3.37	1.178	2.497	<0.05
	DD	100	2.95	1.201		
10	Kalp	100	3.51	1.648	1.978	<0.05
	DD	100	3.06	1.569		
11	Kalp	100	2.57	.655	1.970	>.05
	DD	100	2.38	.708		
12	Kalp	100	2.39	.601	.247	>.05
	DD	100	2.37	.544		
13	Kalp	100	2.61	.567	2.195	>0.05
	DD	100	2.42	.654		
14	Kalp	100	2.48	.745	.763	>.05
	DD	100	2.40	.739		
15	Kalp	100	3.36	1.142	3.581	<0.01
	DD	100	2.77	1.188		
16	Kalp	100	3.74	.970	4.051	<0.01
	DD	100	3.15	1.086		

It may be observed from the table that the t values are significant on 12 items either at 0.01 level or at 0.05 level of significance; and on the remaining 4 items there was no significance of difference between the comparison groups. This finding suggests that Kalpvasis as compared to daily devotees have expressed high level of involvement in performing spiritual practices. Kalpvasis also perform

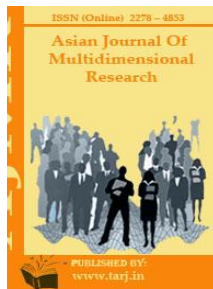
some other spiritual practices like to motivate people for doing good deeds, reciting the Hanuman chalisa and Durga chalisa, caring or respecting old people, parents, and teacher, to give food to hungry people, to help needed people, to do the work honestly, social services, to literate children or illiterate people, to recite religious stories to the children, attending religious/spiritual programs or services, caring, offering grass feed to the cow, blood donation, to speak true.

The findings of the present study suggest that spiritual practices directly or indirectly have beneficial impact on holistic health (psychological, physiological, mental) and on the healing process. Finally we can surely assert that as for all kind of healings and or the solution of all type of problems whether psychological or physical we should go for meditation.

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CORPORATE GOVERNANCE REFORMS

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ABSTRACT

Corporate governance has played a very significant role in improving the corporate culture not only at national level but internationally as well. It started from being voluntary in nature and the active role played by public listed companies in improving governance standards in India shows the extent of the importance of corporate governance. CII, a non-government, not-for-profit, industry –led and industry managed organization dominated by large public-listed firms had played an active role in the development of India's corporate governance norms. Corporate governance began as a voluntary effort and soon acquired mandatory status through the adoption of Clause 49 , as all companies(of certain size) listed on stock exchanges were required to comply with these norms , a trend which was further reinforced by the introduction of stringent penalties for violation of the prescribed norms. In that sense, the corporate governance norms in India appear to have completed two cycles of oscillating between the voluntary and the mandatory approaches.

OBJECTIVES OF THE STUDY

1. To study the evolution of corporate governance in India and the initiatives taken henceforth.
2. To study the reforms taken place in corporate governance at a global level.
3. To study the global trends of corporate governance.

RESEARCH METHODOLOGY

The research study is based on the information collected from various secondary sources. Articles published in leading journals, newspapers and websites have been referred to in conducting this study.

INTRODUCTION

CORPORATE GOVERNANCE

Corporate governance has evolved and grown significantly in the last decade. Numerous countries have issued corporate governance codes, and the recommendations of these codes, that typify "good" corporate governance, undoubtedly contribute towards increased transparency and disclosure. There are actually many different definitions of corporate governance but they all address the following elements:

- systems of controls within the company
- relationships between the company's board/shareholders/stakeholders
- the company being managed in the interests of the shareholders(stakeholders)
- greater transparency and accountability to enable users of corporate information to determine whether the business is being managed in a way that they consider appropriate

The following definitions illustrate that, while definitions vary, the same fundamental ideas are present:

- Cadbury (1992): "the whole system of controls, both financial and otherwise, by which a company is directed and controlled."
- OECD (1998a): "A set of relationships between a company's board, its shareholders and other stakeholders. It also provides the structure through which the objectives of the company are set, and the means of attaining those objectives, and monitoring performance are determined."
- Shleifer and Vishny (1997): "The ways in which suppliers of finance to corporations assure themselves of getting a return on their investment."

Corporate governance can be viewed from an agency perspective. As long ago as 1932, Berle and Means published "The Modern Corporation and Private Property" in the United States. This seminal work highlighted some of the problems that can occur when ownership of a corporation is separated from control of the corporations all around the world are recognizing the need of sustainable development and growth, for which it is important to keep at priority the interest of all the stakeholders which requires adherence to best corporate governance practices. Corporate governance cannot be studied in solitude; it's not an individual instrument but a concept. It includes the rules relating to the power relations between the owners, the board of directors, suppliers, customers, employees and the public at large¹

It became apparent as far back as the 1930s, with the decline and fall of various family business dynasties, that increasing division between ownership (possession of the company) and control

(management of the company) produced problems (Berle and Means, 1932). At the end of the 1980s, corporate governance principles were introduced in the United States under the influence of institutional investors such as the California Public Employees' Retirement System (CalPERS) pension fund and the Teachers Insurance and Annuity Association College Retirement Equities Fund (TIAA/CREF). This was originally a reaction to measures against takeover bids decided unilaterally by company management often against the interests of the shareholders. At the same time, the field of corporate governance was developing in Great Britain as a consequence of several spectacular bankruptcy cases that aroused mistrust among investors. The City of London instructed the Cadbury Committee to re-establish confidence in the market and to improve the functioning of boards of directors and the transparency of the company accounts. The report published in 1992 had a significant effect both in Great Britain and abroad. On the basis of this report, new guidelines were drawn up in numerous industrial countries on the initiatives of stock market supervisory authorities, shareholder associations and investment managers as well as institutions faced with the problem of responsible investment. In 1998 the Organisation for Economic Co-operation and Development (OECD) published its corporate governance principles. The objective was to help member states evaluate and improve their national frameworks governing the organization of power relations in companies. In this way the OECD offered the stock market supervisory authorities, investors and companies a basic concept for best practice guidelines.²

There is a global perspective of 'good' corporate governance: maximizing shareholder value. Since shareholders are residual claimants, this objective follows from a premise that, in well performing capital and financial markets, whatever maximizes corporate prosperity, and best satisfy the claims of creditors, employees, shareholders, and the state.³

In today's world, corporate governance is one of the most important aspects which differentiate a business's impact on the profitability, growth and sustainability. It is a multi-tiered process that is distilled from an organization's culture, its policies, values and ethics, especially of the people running the business and the way it deals with various stakeholders.⁴

ISSUES OCCURRING AT GLOBAL LEVEL

Shareholder composition varies tremendously across the world. In the United Kingdom and the United States institutional investors have become very important over the last 30 years as their share ownership has increased and they have become more active in their ownership role. Institutional investors tend to have a fiduciary responsibility, the responsibility to act in the best interests of a third party (generally the beneficial; or ultimate owners of the shares). Until recently, this responsibility tended to concentrate on ensuring that the investors invest in companies that not only were profitable but would continue to be so. While this remains the case, Governments and interest groups have raised the question of how these profits are achieved.

Institutional investors today are much more concerned about the internal governance of the company and also the company's relationship with other stakeholder groups. While institutional investors are prevalent in the shareholder base of many countries, many companies across the world do not have a predominance of institutional shareholders in their structures. Some are family-owned, while others are owned by the State. Yet corporate governance is still very important for these companies. Why? Because corporate governance is fundamental to well-run companies that have controls in place to ensure that individuals or groups connected with the company do not adversely influence the

company and its activities and that assets or profits are not used for the benefit of a select group to the disadvantage of the majority. Also, independent non-executive (outside) directors are key to bringing new insights to the business and helping with its development.

With the internationalization of cross-border portfolios, and the financial crises that have occurred in many parts of the world, it is perhaps not surprising that institutional investors in particular increasingly look more carefully at the corporate governance of companies. After all, corporate governance goes hand in hand with increased transparency and accountability. This increased transparency and accountability should, of itself, lead to a better flow of foreign direct investment (FDI) and more stable financial markets.

KEY ISSUES FOR IMPROVED CORPORATE GOVERNANCE

- Collapses of prominent businesses, both in the financial and nonfinancial sectors, such as Polly Peck, BCCI and later Baring, have led to more emphasis on controls.
- Changing patterns of share ownership, particularly in the United States and United Kingdom, have led to a greater concentration of share ownership in the hands of institutional investors, such as pension funds and insurance companies.
- Institutional investors are increasingly seeking to diversify their portfolios and invest overseas. They then look for reassurances that their investment will be protected.
- With technological advances in communications and markets generally, ideas can be disseminated more widely and more quickly, and institutional investors globally are talking to each other more and forming common views on key aspects of investment such as corporate governance.
- With businesses as diverse as family-owned firms and state-owned enterprises increasingly seeking external funds, whether from domestic or international sources, corporate governance assumes a greater role in helping to provide confidence in those companies and hence to obtain external funding at the lowest possible cost.
- Finally, within a country (as opposed to a company or private business), good corporate governance helps to engender confidence in the stock market and hence in the economic environment as a whole, creating a more attractive environment for investment.

INITIATIVES TAKEN IN INDIA

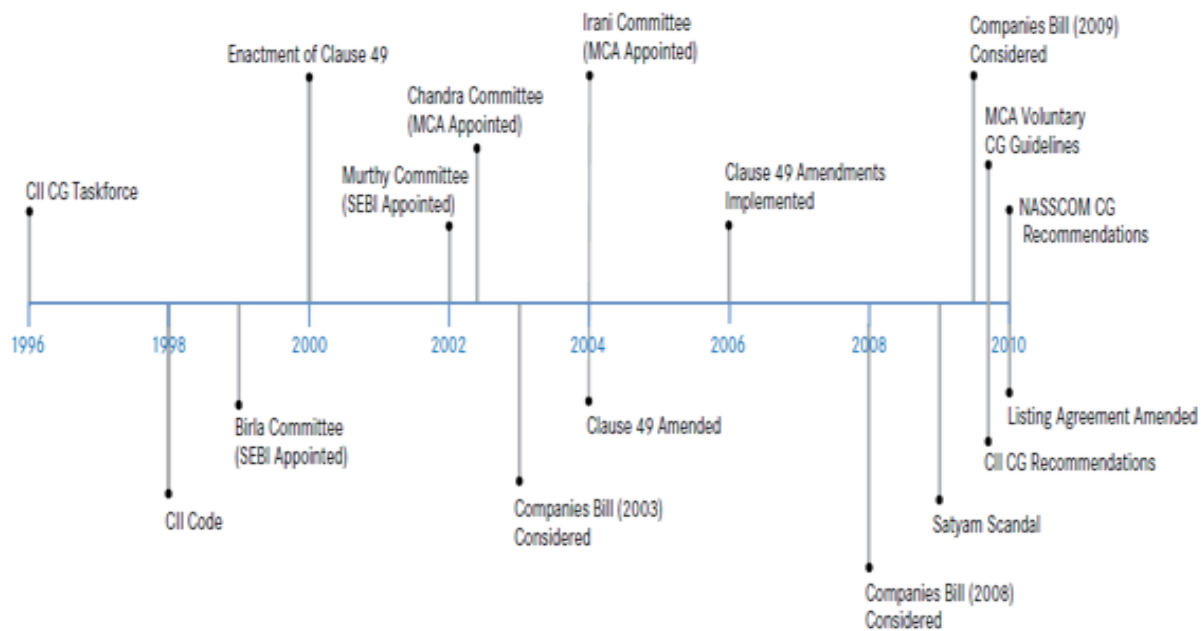
Since the late 1990s, Indian regulators as well as industry representatives and companies have undertaken significant efforts to overhaul the country's corporate governance. These reform initiatives have been revived or accelerated following the Satyam scandal of 2009. The current corporate governance regime in India straddles both voluntary and mandatory requirements: for listed companies, the vast majority of Clause 49 requirements are mandatory.

Last 15 years have seen a huge change in India's corporate governance structure. This is due to the fact that of expanding Indian economy, which includes many aspects like introduction of Foreign Direct Investment, Foreign Institutional Investors, access to global markets because of all these newly added components in Indian economics, the need for corporate governance became of paramount importance. This led to corporate governance being the most important component of all

regulatory authorities like Securities Exchange Board of India (SEBI) and Ministry of corporate affairs (MCA).

Indian government started making significant reforms in India's corporate governance system in the late 1990s. These reforms were phased in several years, and now apply to thousands of listed Indian companies

Corporate Governance Development in India: A Timeline



Source: "A brief Overview of Corporate governance Reforms in India" – AfraAfsharipur

Corporate governance structure and reforms in India can be divided primarily into two parts . The first part being the initiatives and reforms which took place before 2008 and the other part in which the reforms took place after 2008. This division is done on the basis of the satyam scandal which took place in 2008 after which following of corporate governance rules and regulations was looked upon in a different manner and of much greater importance in corporate laws.

GLOBAL TRENDS

The focus on corporate governance and related issues is the inevitable outcome of a process, which leads firms to increasingly shift to financial markets as the preeminent source for capital, and its underpinning is the warning given by Adam Smith in 1776, that managers could not be trusted to steward other people's money. In an age where capital flows worldwide, just as quickly as information, the recognition of the indispensability of corporate governance to effective market discipline has grown.

A company that does not promote a culture of strong, independent oversight, risks its very stability and future health. As a result, the link between a company's management, its board of directors providing stewardship of the company and the financial reporting system becomes crucial to the

functioning of the company and the debate about governance evolves from legitimate concerns of activist investors and the academia to a genuine concern of building effective boards.

The modern trend of developing corporate governance guidelines and codes of best practice began in the early 1990's in the United Kingdom, the United States and Canada, largely as a response to three problems – one related to the corporate performance of leading companies, second the perceived lack of effective board oversight that contributed to those performance problems, and third to the pressure for change from the institutional investors. Since 2001, the failures of a number of large and high-profile companies renewed the interest in corporate governance. The pace and flavour of corporate governance reform since then have however varied from country to country, depending on a country's particular regulatory environment, legal ethos, the importance given to the subject by the government, the strength of the country's governance infrastructure and above all the companies' own recognition of the need for change. But it is not often recognised that national cultures and family-specific cultures too have a dominant influence on corporate governance, even though the underlying principles of corporate governance do not vary much among countries. The dynamics of culture and corporate governance comes into play particularly in Asian countries in three areas where the clashes are strongest:

Related-party transactions, the promoter's or large shareholder's actions, and the board's nominations, deliberations, and effectiveness. The difficulties arise when the cultural influences do not conform to the regulatory prescriptions and global standards of corporate governance. But in an era of globalisation, the corporate governance architecture must necessarily be built on a globally recognisable design and the standards scripted in globally understood alphabets, overriding the cultural variations. It is thus natural for governments, stock exchanges, and private sector groups across regions, to accept that certain globally acceptable governance standards need to be followed to keep pace with globalisation and that the regulatory frameworks for corporate governance are established with a view to ensure not only investors' safety but also to ensure that the management executes its duties with ethically accepted principles.

The Companies Act, 2013 in India has raised the bar for the Indian boards. The Act has made several significant changes, which seek to redefine the board governance in India. New concepts have been introduced such as women directors on the boards to bring in gender diversity, small shareholder director, performance evaluation, corporate social responsibility and class actions; the internal financial controls and risk management oversight of the boards have been strongly emphasised; disclosures have been enhanced in board's report to shareholders, additional rigour has been added to strengthen the Directors' Responsibility Statement; and the Independent Directors have been entrusted with new responsibilities to make their role more objective and purposeful.

Overall, the Companies Act, 2013 aims to raise the governance profile of Indian companies and their boards, at par with the roles and responsibilities assumed by boards globally.

COMPANY LAW REFORM EFFORTS

A notable development was the proliferation of company law reform efforts. As many as 17 member states of the Organisation for Economic Co-operation and Development (OECD) ranging from the most sophisticated markets, such as the UK, Japan, Sweden and Germany, to the relatively newer member states of the OECD like Poland, the Czech Republic and Mexico have undergone extensive

company law reforms. These reforms touch upon a variety of areas, including those related to basic governance related issues like:

- shareholder protection and treatment
- board
- capital structures
- accountability issues
- stakeholder concerns

Establishment of corporate governance codes and codes of best practices in more countries. While the corporate law reforms related to the overall architecture of the administration and governance of companies, there were reforms specifically directed at corporate governance and these were in the establishment of corporate governance codes and codes of best practices with a number of common areas, by the stock exchanges and securities commissions and special bodies designated to oversee and monitor corporate governance. Interestingly among the OECD member countries which adopted corporate governance codes for their enterprises for the first time in 1999, were Greece, Italy, Korea, Mexico and Portugal followed by Germany in 2000. About that time other member states also began conducting exercises on drafting corporate governance codes for their enterprises.

The European Commission issued a Directive which required that listed companies refer in their corporate governance statement to a code and that they report on their application of that code on a 'comply or explain' basis. This was followed by a study for the Commission published in 2009 on the effectiveness of the application of the 'comply or explain' principle based on which a Green Paper on the EU corporate governance framework was adopted of 5 April 2011 to address three subjects which are at the heart of good corporate governance:

- board effectiveness
- shareholder engagement
- how to apply the 'comply or explain' approach.

These codes among other things recommended the inclusion of independent directors, definition of independence to ensure that the decision making of the director remains free from conflicts of interest and establishment of board committees, particularly audit, nomination, and remuneration committees comprised primarily or entirely of independent directors. In 2000 in the US, the Securities and Exchange Commission building on the work of the Blue Ribbon Committee Report on the Audit Committee Effectiveness -- adopted rules to strengthen the audit committee's independence and give its members the tools to fulfil their duty to the investors and shareholders.

GROWTH OF SHAREHOLDER ACTIVISM

While these changes were happening in the enterprises and in the bodies which were responsible for the oversight of the corporate governance framework, externally shareholder activism especially from the public pension funds in the US, UK and in other countries as well began to assume importance and put pressure on companies for greater transparency, accountability and ethical standards.

GROWTH OF PROXY ADVISORY SERVICES

The proxy advisory services began to assume importance in the US and Europe. The number of firms providing these services proliferated from two around the mid eighties – one in the US and one in the UK to a multiple in the 2000s. The principal determinant for the growth of the business was the gradual dominance of the securities markets by the institutional investors.

IMPACT OF COMMUNICATION TECHNOLOGIES

The impact of communication technologies, particularly the Internet, on information dissemination had begun to be felt by companies. The speed of transactions and data can produce significant changes in results very rapidly. This represents another immense challenge for directors and companies have learnt to harness the Internet not only to publicise annual reports and other company information, but also for corporate communication, raising awareness of corporate governance issues, and facilitating the exercise of shareholder rights.

⁵CORPORATE GOVERNANCE RATING SYSTEM

With increasing emphasis on corporate governance across the globe, it is perhaps not surprising that a number of corporate governance rating systems have been developed. Two firms that have developed such systems are Deminor and Standard & Poor's. The rating systems cover several markets: for example, Deminor has tended to concentrate on European companies, while Standard & Poor's has use its corporate governance rating system in quite different markets, such as the Russian Federation. These corporate governance rating systems should benefit both investor (both potential and current ones) as well as the companies themselves. Deminor's corporate governance ratings are based on four main categories in which each company receives a rating from 5 to 1, with 5 representing best practice and 1 the most questionable standard.

The categories are:

- rights and duties of shareholders
- absence of takeover defenses
- disclosure
- board structure

The disclosure category looks at the transparency of a corporation as measured by the quantity and quality of the publicly available information on the governance structure. Deminor state that "information to shareholders is one of the most important aspects of corporate governance, as it reflects the degree of transparency and accountability of the corporation towards its shareholders". The Standard and Poor's system awards scores from 10 (highest) to 1 (lowest) in four categories that together form the overall corporate governance score (for further details see the article by Nick Bradley in this chapter). The individual components are:

- ownership structure and influence
- financial stakeholder relations
- financial transparency and information disclosure

- board management structure and process.

The recent regulatory developments and the expectation of governance-related legislation in countries complimented by shareholder activism have singularly enhanced the challenges facing companies and the boards. These challenges are bound to increase further and grow in complexity. This scenario represents a new operating environment for companies. To succeed in this environment, the boards of directors will continue to remain the critically important actors in firm governance, they will have to innovate their way to growth and demonstrate their capability for superior performance.⁶

SUMMARY AND CONCLUSION

Since the late 1990s, significant efforts have been taken by Indian regulators, as well as by Indian industry representatives and companies, to overhaul Indian corporate governance. Not only have reform measures been put into place prior to discovery of major corporate governance scandals, but both industry groups and government actors have sprung into action following the Satyam scandal. The current corporate governance regime in Indian straddles both voluntary and mandatory requirements. For listed companies, the vast majority of Clause 49 requirements are mandatory.

While "no single universal model of corporate governance exists nor is there a static, final structure in corporate governance that every country or enterprise should emulate" (Commonwealth Association for Corporate Governance, 2000), transparency and disclosure are key attributes of any model of good corporate governance. Surveys of investor opinion highlight the importance of transparency and disclosure in a good corporate governance system. Additionally, the corporate governance ratings systems discussed in this paper all include disclosure and transparency as core attributes of good corporate governance and rightly so. Without transparency and disclosure, shareholders and stakeholders would not be able to assess how the company was being managed, and hence no meaningful accountability would exist. It is appropriate to conclude this paper with a quote from Arthur Levitt who sums up the importance of the relationship between good corporate governance, transparency and disclosure, and the impact on FDI and economic growth if these attributes are lacking (from his remarks at a conference sponsored by the Federal Reserve Bank of New York, December 2000);

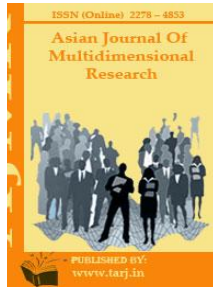
"If a country does not have a reputation for strong corporate governance practices, capital will flow elsewhere. If investors are not confident with the level of disclosure, capital will flow elsewhere. If a country opts for lax accounting and reporting standards, capital will flow elsewhere. All enterprises in that country – regardless of how steadfast a particular company's practices may be – suffer the consequences."⁷

It goes without saying that companies should comply with all applicable laws, so that they do not expose shareholders to the risks of fines and reputational damage. But we believe that a company's place in its community requires something more. Unless a company effectively manages its relationships with all stakeholders, including staff members, customers and the wider community, it will not have a long-term future. It is in the interests of long-term investors, therefore, that the company conducts itself so that those groups and any others that might be similarly affected are not exploited. Otherwise the company will find itself squeezed out of its markets or facing an intolerable burden of fines. To give shareholders the assurance that this will not happen, we believe that

companies should make full disclosure on such issues as employee relations and environmental matters. These disclosures should make clear that the board is managing these issues with the long term in mind.

The long-term success of a company depends on sensible measure of good corporate governance. However, good corporate governance also requires that all stakeholders, and especially shareholders, exercise their participatory rights. In particular, shareholders should be aware that they elect the board of directors who decide on company strategy and monitor the implementation of that strategy. Being annoyed with the board because of a large financial loss is of little use if, when electing the board, one did not constructively address the question of whether the board of directors standing for election had the necessary qualifications, independence and time to do its job properly. Boards of directors and managers should advocate structures that meet today's needs. Good corporate governance is not a trap, but an opportunity to understand and enhance the value of a company in the long-term view.

A stable legal system and supportive current legislation (which includes not only the constitution and laws, but also the accounting systems or regulations governing the official listing of securities on the stock exchange) are vital factors in the attractiveness of a country. However, these alone are often insufficient to attract investors. Further generally accepted forms of conduct are needed that often extend far beyond the minimal legal framework. Such forms of conduct are laid down in voluntary corporate governance codes of best practice, among others. The corporate governance structures of a country are therefore a further important indicator of the credibility of the economy as a whole and of the financial market in particular.



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SPEEDY JUSTICE - A TOOL FOR GOOD GOVERNANCE

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ABSTRACT

The idea that quality of governance contributes to improved human well-being and sustained development has gained widespread recognition in the past decade and a half. The concept of governance received greater attention as multilateral agencies such as the UNDP and the World Bank discovered that successful development required reforms in political and administrative regimes.

INTRODUCTION

“The administration of justice is the first pillar of good governance.”

George Washington

The idea that quality of governance contributes to improved human well-being and sustained development has gained widespread recognition in the past decade and a half. The concept of governance received greater attention as multilateral agencies such as the UNDP and the World Bank discovered that successful development required reforms in political and administrative regimes.

¹The obvious requisites of good governance are expected to be transparency, honesty, accountability and responsiveness to the needs of the governed. Good governance is essentially demand driven and is expected to be democratic. Progress is achieved when there is good governance and good governance depends on how law is implemented. It has been said long back “a society is well governed when the people who are in the helm of affairs obey the command of the law”.²

Good governance is concomitant with efficient administration of justice. Role of judiciary in expeditious and equitable dispensation of justice is indeed challenging. A significant indicator of the quality of governance relates to the access to justice, accountability and delivery of justice which is reflected in its capacity to provide timely justice, judicial efficiency, judicial accountability and citizen perception.³ This further calls for social economic, distributive and speedy justice. Courts have always been considered to have an overriding duty to maintain public confidence in the administration of justice—often referred to as the duty to vindicate and uphold the ‘majesty of the law’. Due administration of justice has always been viewed as a continuous process, not confined to determination of the particular case, protecting its ability to function as a court of law in the future as in the case before it.⁴

SPEEDY JUSTICE – REFLECTION OF GOOD GOVERNANCE

The right to access justice as Fundamental Right has been protected under Article 14 and 21 of the Constitution.⁵ The Apex Court on a number of occasions like in *Maneka Gandhi’s case*⁶, *Hussainara Khatoon (I)*⁷, *Raghubir Singh v. State of Bihar*⁸, *Vakil Prasad Singh v. State of Bihar*⁹, *Noor Mohammed v. Jethanand*¹⁰ etc. has repeatedly maintained that speedy and fair trial is fundamental right of every person being an indivisible component of Article 21 that ensures right to life and personal liberty.¹¹ The right as interpreted under Art. 21, is right to a reasonably expeditious trial.¹² The key to ensure right to access justice is that the litigant, freely with full confidence, must approach the court with a hope to get speedy justice. The foundation of justice, apart from other things, rests on the speedy delineation of the lis pending in courts.¹³ Speedy and appropriate delineation is fundamental to judicial duty.

Commenting on the delay in the justice-delivery system, in respect of the criminal trial, Krishna Iyer, J. had stated in *Babu Singh v. State of U.P.*¹⁴ as follows:

.... Our justice system, even in grave cases, suffers from slow motion syndrome which is lethal to “fair trial”, whatever the ultimate decision. Speedy justice is a component of social justice since the community, as a whole, is concerned in the criminal being condignly and finally punished within a reasonable time and the innocent being absolved from the inordinate ordeal of criminal proceedings.¹⁵

“Justice delayed is justice denied”- this statement irrefutably holds good. Administration of justice has to be swift and should be accessible without unnecessary harassment. The contribution of judiciary in making justice meaningful is more than required for good governance. Judiciary is one of the important pillars of good governance. Confidence of people in the administration of justice is premised on the access to justice and dispensation of justice in accordance with the rule of law. We are constitutionally committed to make justice accessible to the citizens of our country. There are various challenges in providing speedy justice so as to make it meaningful. Inaccessibility of justice

and delay in justice degrades the institution of democracy and the rule of law. The Constitution of India envisages a democratic culture that abhors abuse of power, position and exploitation of public resources for private gains.

Lord Denning once said, “Justice is rooted in confidence and confidence is destroyed when the right minded go away thinking that the judge is biased”. The only real source of power that the judge can tap is the respect and confidence of the people. The result of this would result in good governance. The welfare of citizens greatly depends upon speedy timely and impartial justice. James Bryce has rightly remarked that there is no better test of the excellence of a Government than the efficiency of its judicial system. The judiciary is the guardian of the rights of the people and it protects these rights from all possibilities of individual and public encroachments.¹⁶ Thus, if judiciary functions faithfully, is sure to promote good governance. An efficient criminal justice system, where offenders are pursued and justice is delivered expeditiously, without compromising fairness, is a quintessential source of generating public confidence in democratic governance and the rule of laws.¹⁷

IMPEDIMENTS IN EXPEDITIOUS JUSTICE DELIVERY

DELAY IN CORRUPTION CASES

One of the primary concerns is the delay caused in disposal of corruption cases. Delay in initiation of trial allows the guilty to get away as they are not awarded the punishment which they deserve. The procedural requirement of obtaining sanction to initiate prosecution against a public servant that ought to advance the causes of honesty and justice and good governance is often misused to escalate corruption. There are a number of instances where as a result of delayed grant of sanction, prosecutions under the Prevention of Corruption Act against a public servant have been quashed.¹⁸ Such delay by the sanctioning authority deprives a citizen of his legitimate and fundamental right to get justice by setting the criminal law in motion and thereby frustrates his right to access judicial remedy which is a constitutionally protected right. To deal with this crucial aspect of ‘sanction’ the Supreme Court in *Subramanian Swamy v. Manmohan Singh*¹⁹ laid down the guidelines introducing a time-limit for granting sanction in such cases within the limit of three months of the receipt of the proposal by the authority concerned; extendable by one month, in case it is required and at the end of the extended period of time-limit, if no decision is taken, sanction will be deemed to have been granted to the proposal for prosecution, and the prosecuting agency or the private complainant will proceed to file the charge-sheet/complaint in the court to commence prosecution within 15 days of the expiry of the aforementioned time-limit.²⁰ As on 31/12/2013, over 6500 cases are under trial under Prevention of Corruption Act, of which around 3500 cases are more than five years old.²¹

CORRUPTION, PENDENCY AND DELAY IN DISPOSAL OF CASES - A MATTER OF CONCERN

Corruption in the judicial system is a matter of serious concern. A survey²² identified primary causes of corruption to be immense delays in the disposal of cases, huge pendency of cases, shortage of judges, poor judge population ratio, lack of infrastructure, lack of accountability of judges & transparency in judicial appointments, and complex procedures, all exacerbated by the preponderance of new laws. *Zahira Habibullah Sheikh v. State of Gujarat*²³ exposes the hollowness of all components of the system because of their failure to prevent miscarriage of justice thus resulting in the acquittal of accused persons alleged to be close to the political party in power. What is required is an effective mechanism to ensure accountability while at the same time maintaining the independence of the judiciary.

BACKLOG OF CASES

The huge backlog of cases leads to adjournments for long time spans and prompts people to pay for speeding the process. In 1999, it was estimated that ‘at the current rate of disposal, it would take another 350 years for disposal of the pending cases even if no other cases were added’.²⁴ The situation has not improved since then as the backlog continues to increase. Shortage of judges is a key reason to delays. The ratio of judges to population is abysmally low, with 12 to 13 officers for one million persons, compared to 107 for USA, 75 for Canada, 51 for UK, etc. as noted by Malimath Committee Report. Sometimes, the unscrupulous party in the proceedings is able to get the court procedure stretched for its benefit. Thus, money may be paid for both—seeking speed and delaying the process. The denial of justice due to delay neutralises the deterrence effect of law. People seek shortcuts through corrupt practices, or search for alternatives in the parallel system, or join the forces of disorder. This phenomenon leads to impunity and unlawful behaviour that feeds upon non-enforcement of law.²⁵

DELAY IN DISPOSAL

In a democratic set-up, intrinsic and embedded faith in the adjudicatory system is of seminal and pivotal concern. Timely delivery of justice keeps the faith ingrained and establishes the sustained stability. Access to speedy justice is regarded as a human right which is deeply rooted in the foundational concept of democracy and such a right is not only the creation of law but also a natural right.²⁶

The Supreme Court has taken a number of steps to deal with inordinate delay in the disposal of criminal cases. Speedy trial would cover within its sweep all its stages including investigation, inquiry, trial, appeal, revision and retrial. In *P.Ramchandra Rao v. State of Karnataka*²⁷ the Court reaffirmed the position of law as laid down in *A.R Antulay’s case*²⁸ that right to speedy trial is a

constitutional mandate, and ruled against the fixation of time-limit not being feasible in trial and prosecution of a criminal case as suggested by earlier decisions.²⁹

In *Intiyaz Ahmad v. State of U.P.*³⁰, this Court expressed serious concern about the manner in which criminal investigation and trial have been stayed by the High Courts in the country at the stage of registration of FIR, investigation, framing of charges and/or trial in exercise of power under Article 226 of the Constitution or Sections 482 and/or 397 of the Code of Criminal Procedure. It has been noted that 34 out of 201 cases in the Patna High Court and 33 out of 653 cases in the Allahabad High Court are pending for 8 years or more. It has further been noted that the Hon'ble Calcutta High Court has the highest percentage share (31.1%) in total number of cases. It is followed by the Hon'ble High Courts of Allahabad (28.6%), Patna (8.8%) and Orissa (8.2%). Thus, these four High Courts taken together account for 76.9% of all the pendency. Out of the 178 cases pending for 6 years or more, 97 are murder cases.³¹ Hence, access to justice in an egalitarian democracy must be understood to mean qualitative access to justice rather than in a purely quantitative dimension. Access to justice is, therefore, much more than improving an individual's access to courts, or guaranteeing representation. It must be defined in terms of ensuring that legal and judicial outcomes are just and equitable. "Access to justice" is vital for the rule of law, which by implication includes the right of access to an independent judiciary.³² People in India are simply disgusted with this state of affairs, and are fast losing faith in the judiciary because of the inordinate delay in disposal of cases.³³

The Supreme Court's latest view on this right is fully captured in its observations in *Mohd. Hussain*³⁴ which run as follows:

"Speedy trial" and "fair trial" to a person accused of a crime are integral part of Article 21. There is, however, qualitative difference between the right to speedy trial and the accused's right of fair trial. Unlike the accused's right of fair trial, deprivation of the right to speedy trial does not per se prejudice the accused in defending himself. The factors concerning the accused's right to speedy trial have to be weighed vis-à-vis the impact of the crime on society and the confidence of the people in judicial system. Speedy trial secures rights to an accused but it does not preclude the rights of public justice.³⁵

The Court has thus clarified that a balance needs to be maintained between right of the accused to speedy trial and the public justice.

CONCLUSION AND SUGGESTIONS

Independent mechanism for the speedy dispensation of justice is the only way to ensure stability and good governance. Maintenance of law and order and dispensation of speedy justice reflects upon the governance and is, therefore, sine qua non for the society. Proper implementation of laws, expeditious and fair dispensation of justice should not be impeded by any reason. At times 'justice'

follows the seeker's demise due to infinite pendency in the court, thus making it meaningless. The right of speedy justice though considered to be a fundamental right appears to be a mirage.

Root-causes for the delay in dispensation of justice are often overlooked. Besides procedural bottleneck, various factors like corruption in the system, paucity of judges, en bloc vacations in courts, play a major role in aggravation of this problem. Various factors that impede speedy justice should be individually tackled.

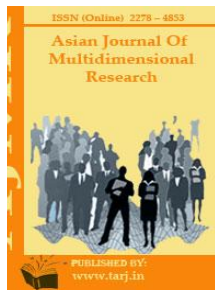
Fast track courts should be established in each district so as to enable speedier dispensation of cases. Alternative disputes resolution as well as plea bargaining should be encouraged in the appropriate cases. The concept of plea bargaining was introduced as an answer to unusual delays in the disposal of criminal trials and appeals as a saviour for the large number of under trial prisoners languishing in jails for a couple of years. Sadly, it remains underused. Vacancies of the judicial officers must be filled to improve the judge population-ratio. The most important thing to deal with delay in justice delivery is the will of all involved in the system. It is high time to ensure speedy justice to all by overcoming the hurdles and to make this right meaningful.

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7. Hussainara Khatoon (1) v. State of Bihar, (1980) 1 SCC 81.
8. (1986) 4 SCC 481.
9. (2009) 3 SCC 355.
10. (2013) 5 SCC 202 at 214.
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12. Ranjan Dwivedi v. CBI, (2012) 8 SCC 495.
- 13.¹ Noor Mohammed v. Jethanand, (2013) 5 SCC 202, at 206.
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- 15.¹ Id. at 581.
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- 19.¹ (2012) 3 SCC 64.
- 20.¹ Supra note 19 at 103.
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- 29.¹ A.R. Antulay v. R.S.Nayak, (1992) 1 SCC 225.

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- 30.**¹ See also R.D.Sharma v. State of Bihar, (1999) 7 SCC 604 wherein the Court laid down the guidelines for fixing time limit for closure of prosecution evidence. This judgment stands overruled.
- 31.**¹ (2012) 2 SCC 688.
- 32.**¹ Id. at 693-95.
- 33.**¹ Id. at 699-700.
- 34.**¹ Rajindra Singh v. Prem Mai, (2007) 11 SCC 37, at page 39 in which a suit filed in 1957 has rolled on for half a century.
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COMMUNITY RADIO BROADCASTING

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ABSTRACT

Community radio is operated in the community, for the community, about the community and by the community. Indian Radio broadcast started in India with the setting up of a private radio service in Chennai, in the year 1924. the paper shall address the importance of community radio in India, and the structure or function of Radio Studio. Paper shall explain how to technical equipments work.

KEYWORDS: *Community, Radio, Studio, Equipments.*

INTRODUCTION

Indian Radio broadcast started in India with the setting up of a private radio service in Chennai, in the year 1924. In that same year, British government gave license to the Indian Broadcasting Company, to launch Radio stations in Mumbai and Kolkata. Later as the company became bankrupt, the government took possession of the transmitters and began its operations as the Indian State Broadcasting Corporation. In the year 1936, it was renamed All India Radio (AIR) and the Department of Communications managed it entirely. After independence, All India Radio was converted into a separate Department. All India Radio has five regional headquarters in New Delhi, for the North Zone; in Kolkata, for the East Zone in Guwahati, for the North-East Zone, in Mumbai, for the West Zone and in Chennai for the South Zone.

In the year 1957, All India Radio was renamed Akashvani, which is controlled by the Ministry of Information and Broadcasting. During the period of independence only a mere 6 radio stations existed throughout the country. But during the late 1990s, the network of All India Radio extended to almost 146 AM stations. Moreover the Integrated North-East Service focused on reaching to the population in northeast India. All India Radio offers programmes in English, Hindi and numerous regional and local languages. In the year 1967, Commercial Radio services started in India. The

initiative was taken by Vividh Bharati and Commercial Service, from the headquarters in Mumbai. Vividh Bharati accumulated revenues from widespread sponsorships and advertisements. During the mid-1990s, broadcasting was carried on from 31 AM and FM stations. After Independence, Indian radio was regarded as a vital medium of networking and communication, mainly because of the lack of any other mediums. All the major national affairs and social events were transmitted through radio. Indian radio played a significant role in social integration of the entire nation. All India Radio mainly focused on development of a national consciousness as well as over all National integration. Programming was organised and created keeping in mind the solitary purpose of national political integration. This supported in prevailing over the imperative crisis of political instability, which was created after the Independence. Thus political enhancement and progressive nation building efforts were aided by the transmission of Planned broadcasts.

FACILITIES AND EQUIPMENTS REQUIRED IN A TYPICAL FM STEREO COMMUNITY RADIO BROADCAST STATION STUDIO COMPLEX

An On-Air Studio is quite suitable for basic Audio Production and for Transferring Recorded Material on to PC Based Audio Delivery Systems. A dedicated Production Studio or Recording Studio is a Nice Luxury Facilities.

ON-AIR STUDIO

STUDIO ROOMS

SOUND PROOFING

Required to stop Sound from outside getting into the Studio, and Sound from inside the Studio getting out, and best achieved by heavy construction.

STUDIO DOORS

Solid Core outside Type Doors fitted with Rubber Seals and special locks are suitable, best if arranged with an “Air-Lock” and two sets of doors between the Studios and the General Office area.

STUDIO WINDOW

Double Glazing is necessary; use fairly heavy Glass of two different thicknesses, 8 mm and 12mm. Laminated Glass is ideal as it does not “Ring” like normal Glass, the panels should be angled slightly to Prevent, or rather deflect sound reflections away from the Microphones.

MAINS POWER ELECTRICAL SYSTEM

Technical Power for the Studio Equipment should preferably be routed via the Control Room and must be protected by an Earth Leakage Breaker of suitable rating. Routing Technical Power through the Control Room reduces the chances of Earth Loops in the Audio Circuitry, and makes it easy to install UPS equipment at a later date. General Power Wiring for Appliances such as Vacuum Cleaners etc should follow normal domestic practice and kept separate from Technical Power

LIGHTING

Incandescent Lamps arranged in two or three groups of adjustable ‘Down lights’ fed by Light Dimmers provide pleasant Studio ‘Mood Lighting’. Low Voltage Halogen Lighting is unpleasant causing Eye Strain and also unreliable. Fluorescent Lighting, excellent when cleaning and

performing technical maintenance work is unpleasant to the Presenter, and also often buzz or start flashing at inopportune times.

AIR CONDITIONING

The Modern ‘Split System’ Air Conditioners are highly suitable being quiet and relatively Inexpensive. Attention must be given to Condensate Drainage and Air Renewal. Ducted Systems are also suitable but expensive, special attention must be given to the Ducting to prevent Air Movement Noise and external noise traveling through it. Evaporative Air Conditioning Systems are completely unsuitable.

ON-AIR STUDIO TECHNICAL EQUIPMENT

ON-AIR AUDIO MIXER

The On-Air Mixer is the central piece of equipment in the On-Air Studio. An On-Air Mixer is specially designed to be forgiving and simple to operate and provides all of the features required for Radio Broadcasting. All of the On-Air Mixers in the Élan Audio range are capable of true High Fidelity performance, and differ only in the number of input channels and other facilities offered. They are all capable of being used effectively for basic Audio Production Work.

SOURCE EQUIPMENT

All items of equipment located in or controlled from the Studio, capable of producing an Audio Signal for Broadcasting are considered as Source Equipment. These are roughly counted as Microphones, CD Players, Mini Disks, Cassette Decks, Reel to Reel Tape Recorders, R-DAT Machines, Record Playing Turntables and PC Based Digital Audio Delivery Systems. Other related items of audio Source Equipment are Telephone Hybrids for Phone-In’s, Outside Broadcast Facilities, Network and Satellite Feeds.

MONITORING

Normally, the Presenter or Announcer Monitor the Transmission from the Station by listening to the Transmitted Off-Air signal through a good quality Monitor Receiver, Monitor Amplifier and Wide Range Loudspeaker System to allow him to accurately judge Transmission Quality and immediately notice any quality problems or faults. In addition, he is provided with high quality Headphones to allow him to continue this process with the Microphone Switched “On” and the Loudspeaker Monitoring system muted. Individual Guests in the Studio are also provided with Headphones for Monitoring.

ON-AIR LIGHT

The On-Air Light is a warning light fixture, usually mounted outside the Studio Door, and wired to illuminate whenever a Microphone is turned “On” in the Studio, a second On-Air Light are often mounted on the wall behind the Presenter to indicate to Studio Guests that a Microphone is On

CONTROL ROOM

THE ROOM

This need not be very large in a Community Station, and can be combined with the station’s Technical Maintenance Area or Workshop or even be located in the Reception area.

POWER WIRING

Each Equipment Rack in the Control Room should be fed Technical Power separately and protected by an Earth Leakage Breaker of suitable rating. Technical Power Supply Wiring to the Studios should ideally be wired through the Control Room with each Studio protected by a suitably rated ELB. Again as in the Studios, General Power Outlets separate from Technical Power should be available for ordinary use.

LIGHTING

Adequate lighting must be provided. Fluorescent Lighting is perfectly acceptable in this area.

AIR CONDITIONING

Adequate Cooling for Equipment must be provided. Personal Computers and Hard Disk Drives are particularly sensitive to excessive heat. Split System Air Conditioners are very suitable. Condensate Drainage is important, but Air Renewal is not a serious issue in the Control Room.

EQUIPMENT RACKS

Allow space for at least two, preferably three 19" Equipment Racks. A good size is around 38 RU. Need more Rack Space than you think you require during initial planning. Professional Quality Steel Racks are the best but the low cost "Knock Down" Aluminium Racks from Altronics and Jaycar are acceptable. Front and Back Doors are not required and are in fact undesirable as they impede ventilation.

Side Panels are only required on the Outside of the End Racks. Build a 100 mm tall Plinth from Dressed Pine with a Plywood or MDF Floor to allow Cable Access under the Racks. Allow adequate access space to the rear of the racks to comfortably work on the Wiring.

CABLE TERMINATION

Fit Plywood or MDF Panels on the Wall behind the Racks, and install Krone Swing Frames and Kroner Blocks for the Cable termination to create a readily accessible Cable Terminating Field. Allow a separate area for each Studio and for Equipment in the Racks. Use the well-established Telephone Company Jumper Wire Technique to enable you to interconnect everything required.

With this method, it is very easy to troubleshoot and change wiring later if required. We suggest you wire everything in the Control Room via the Krone Blocks and Jumper Wires. The exception is the Studio Microphones, which must be wired direct Point to Point and never via Krone Blocks.

CABLING

The majority of Audio and Control wiring can be done perfectly well and safely in 10 Pair Indoor Telephone Cable and 8 Wire Cat 5 Cable. Only exception being Microphone Cables which must be wired direct Point to Point using High Quality (Expensive) Microphone Cable. Keep Studio Cabling in logical groups. Keep Inputs, Outputs, Control and Talkback in separate cables and on separate Krone Blocks where possible. Always allow extra cabling between Studios and Control Room, you will need them at some stage later, and above all, make and keep accurate Cable and Wiring Records.

CONTROL ROOM TECHNICAL EQUIPMENT

One Rack should preferably be reserved for equipment essential to the operation of the station. Other items of equipment can mount in the other Racks. Equipment is listed below.

EQUIPMENT ESSENTIAL FOR OPERATION OF STATION

Delegation Switcher. Audio Processor. Stereo Generator. Studio to Transmitter Link (STL). Off-Air Receiver. Off-Air Monitor Distribution System. Control Room Monitor System. Audio Level Metering System.

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RURAL DEVELOPMENT IN INDIA

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ABSTRACT

Development of any country can be judged and gauged by the quantum of electricity consumed by it, as it is one of the most important indicators of development. Electricity is a vital input to industry, agriculture and all the segment of economy. It is a precursor to the progress and prosperity of the nation. Electricity is the most powerful instrument of economic and social development.¹ In rural areas, it can bring about far reaching changes in the methods of irrigation and farming, and create conditions for the growth of industries and commerce, and the provision of amenities mainly associated with urban areas. Indeed, the impact of electrification may go even deeper. It can operate as a strong force for the introduction of 'urbanism' in rural communities and thus, reducing the rural urban distance.² It is because of these direct and indirect potentialities of electricity that there is a general demand for electrification of rural areas. This demand has been increasing in intensity and, of late, has become especially strong, amounting almost to a pressure on the polity of region or state.³

INTRODUCTION

MEANING OF RURAL DEVELOPMENT

In administrative context, the non-municipal areas which, by and large, are represented by the agricultural productive system and lack of certain urban amenities and facilities is called rural area. The usual criteria used to define rural areas are: population size and density, availability of services such as secondary schools, hospitals and banks; etc. Other criteria like the occupational pattern, environmental conditions, communication network, etc. are also used for this purpose. However, it is specifically the administrative decision of a country which decides which area is termed as rural or urban one. Chester Bowels states: "Rural areas means not only the villages and surrounding farm areas, but also the rural towns, ranging from two or three thousand population to many thousands, which serve as marketing centers for peasants and landless labour of the countryside".³

Rural development means empowerment of ruralite so that they can develop themselves in social and economic context like the mainstream society. However in past it was taken as 'agricultural

development' and no attention was given to other sector of rural economy. But, in Seventh Five Year Plan (1985-90) this approach has been changed and the philosophy of overall development of rural economy was accepted. According to this new approach rural development concerned with modernization of the rural society and with its transition from traditional isolation to integration with the national economy.⁴

Sociologists define it as a process through collective efforts, aimed at improving the well being and self realization of people living outside the urbanized area. He contended that the ultimate target of rural development is people and not infrastructure.⁵

Rural development means both economic betterment of the people and great social transformation. It encompasses both the spatial and functional integration of all relevant programmes bearing on increased agricultural production, reduction of unemployment, underemployment, increased participation of people in rural development process, better enforcement of land reforms and great access to credit, improvement in health, education, drinking water, sanitation and housing coupled with attitudinal change.⁶

The World Bank defines Rural Development as "the strategy design to improve the economic and social life of specific group of people i.e. the rural poor. It includes extending the benefits of development to the poorest among those who seek a livelihood in rural area. The group includes small scale farmers, tenants and the land less."⁷ Usually rural development is targeted only for poors living there but it should not be restricted only to them. It must envisage all people, instructions and infrastructure existing there in the rural areas.

The term rural development connotes overall development of rural including the development of agriculture and allied activities – village and cottage industries and craft, socio-economic infrastructure, community services and facilities and above all the human resources in rural.⁸ Further, it is a complex process as it involves continuous reorientation and adaptation of traditional values, practices and institutions in order to incorporate increasing corpus of scientific knowledge and technologies to enhance quality of life and welfare of the people. It is essentially a problem of change and modernization which can be handled effectively only with the active participation of the people in every stage of decision making.⁹

Thus rural development is multi dimensional process which includes the development of socio-economic conditions of the people living in the rural areas and ensures their participation in the process of development for complete utilization of physical and human resources for better living conditions.

RURAL DEVELOPMENT: AN OVERVIEW

Rural Development is the main pillar of Nation's Development. The reasons for this are obvious. In spite of rapid urbanization, a large section of our population still lives in the villages. Secondly, rural India has lagged behind in development because of many historical factors. In order to correct the developmental imbalances and to accord due priority to development in rural areas Ministry of Rural Development is implementing a number of Programmes aimed at sustainable holistic development in rural areas. The thrust of these programmes is on all-around economic and social transformation in rural area, through a multi pronged strategy aiming at the process, to reach out to most disadvantaged sections of the society. In order to catalyse development in rural area, during the last

three years, top priority has been accorded to Rural Development, not only in terms of allocations of additional funds and resources but also through introduction of new Programmes and restructuring of existing ones.¹⁰

To ensure adequate budgetary support for sustainable development in rural areas, the allocations for rural development have been increased substantially. During 2002-2003, the budgetary outlay for Rural Development Programme is Rs.13670 crore as against Rs.12265 crore during 2001-2002 and Rs.9760 crore in 2000-2001.

In the last few years, there has also been a paradigm shift in the strategy for Rural Development with focus on decentralization through speedy and effective devolution of financial and administrative powers to the Panchayat Raj Institutions. A strategic pro poor policy in terms of which the rural poor are treated as a resource rather than a burden, whose ideas and experience are now an integral part of the development strategy. As such, the emphasis has shifted towards participation of people through Panchayati Raj Institutions (PRIs) and Self-Help Groups (SHGs) in the planning formulation and execution of the Programmes.

Panchayati Raj Institutions constitute the core of decentralized developmental planning and its implementation. Under most of the Rural Development Programmes a crucial role to PRIs in the Programme implementation has been assigned. The Ministry of Rural Development is also vigorously pursuing with the State Government for expeditious devolution of requisite administrative and financial powers to PRIs as envisaged under 73rd Amendment Act. In All India Panchayat Adhyakshas Sammelan held in April, 2002, a 'National Declaration' resolving that the State Governments will ensure the implementation of Provisions of Constitution (73rd Amendment) Act, 1992 and the Provisions of Panchayats (Extension to Scheduled Areas) Act, 1996 by December 31, 2002 was adopted by consensus. As a result of the persistent efforts made by the Government significant gains in the area of devolution of administrative and financial powers by the States to PRIs have been noticed. Barring a few States Panchayat elections have also been held in most of the State during the last two years. On 25th December, 2002, under Drinking Water Sector, a new initiative 'Swaraj Dhara' empowering the Panchayats to formulate, implement, operate and maintain Drinking Water Projects has been launched. In order to further involve PRIs in the development process, a new initiative 'Hariyali' has been launched by Hon'ble Prime Minister on 27th January, 2003. Hariyali has been launched to strengthen and involves Panchayati Raj Institutions in the Implementation of Watershed Development Programmes namely IWDP, DPAP and DDP. Under this initiative, the Gram Panchayats would execute watershed projects with technical support from the Block Panchayat/Zilla Panchayat who would act as Project Implementation Agency (PIA) for all watershed projects in a particular Block.

Providing connectivity to rural areas has always been the prime concern of the Government. As such, in December, 2000, a 100% Centrally Sponsored Scheme namely Pradhan mantra Gram Sadak Yojana was launched with the objective of providing connectivity by all weather roads to about 1.60 lakh Unconnected Habitations with population of 500 persons (or more) in the rural areas by the end of Tenth Plan Period (2007) at an estimated cost of about Rs.60,000 crore. In the last two years, the Ministry Rural Development have cleared project proposals to the tune of Rs.7553-77 crore pertaining to all 28 States and 6 Union Territories. Over 37,000 Habitations are likely to be benefited

and over 56,000 km of roads will be constructed upon completion of the road works already cleared under the PMGSY.

Eighty-five percent of the road works cleared in the year 2000-2001 have been completed and 82.50% of the funds released have been spent upto December, 2002. Based on the experience gathered during the last two years of the implementation of PMGSY and the feedback received from the Field Engineers, States and Public Representatives, the Guidelines on PMGSY have recently been revised and issued on 7th January, 2003. Keeping in view the resource gap for the Programme, the Government has been taking steps to arrange additional funds for the Programme. The World Bank and Asian Development Bank (ADB) have agreed to fund the Programme. It is expected that funding by ADB for a project of \$ 500 million (approx. Rs.2500 crore) will commence from the next financial year. World Bank is also likely to begin funding projects in selected States from the next financial year. In the implementation of the Programme some of the States are lagging behind. These States are being urged to take steps to improve their absorption capacity and also to critically scrutinize administrative procedure, delegate financial and administrative powers, strengthen the Programme Implementation Units at the District level, improve quality consciousness and put in place an effective monitoring mechanism.

To tackle the problem of unemployment and scarcity of foodgrains in rural areas, a new scheme Sampoorna Grameen Rozgar Yojana was launched in September, 2001 to provide gainful wage employment and food security to the rural poor and in the process develop rural infrastructure in line with the people's aspiration. With an Annual Outlay of Rs.10,000 crore, the scheme envisages employment generation of 100 crore mandays annually. Under the scheme, 50 lakh tones of foodgrains amounting to about Rs.5000 crore (at economic cost) is being provided every year, free of cost, to the State Government and Union Territory Administrations. Rupees five thousand crore has been kept to meet cash component of wages and material cost. Every worker seeking employment under the SGRY is provided minimum 5 kg of foodgrains (in kind) as part of the wages. The balance of the wages is paid in cash.

SGRY is the one scheme whose implementation is 100% through the three tiers of Panchayati Raj Institutions. Each level of the Panchayats is independently responsible for the implementation of the Programme. It has been ensured that at least a minimum of Rs.25,000 and foodgrains of an equal value goes to every Gram Panchayat every year under SGRY. For the first time so much of the resources have been put at the disposal of PRIs. Five percent of the resources under SGRY have been reserved for distress area. In the current year 199 drought affected districts have already been released additional funds of Rs.13916.85 lakh and 1.13 lakh tones of foodgrains of the value of Rs.11304.60 lakh so far from the reserve. A Special component of SGRY has been created which is a relief measure for calamity affected areas for ensuring food security. Ten percent of the foodgrains have been reserved under the Special component of the SGRY to meet emergency arising out of natural calamities. In the current year, 378 drought affected districts have already been released 43.63 lakh tones of foodgrains of the value of Rs.4760.86 crore so far against the allocations of the Special component.

Shelter is one of the basic human requirement for human survival. To meet the shortage of Housing in rural area, the Government of India have launched a comprehensive Action Plan for Rural Housing envisaging construction of 25 lakh houses annually in rural areas as also upgradation of

unserviceable Kutch houses. Under Indira Awas Yojana (IAY), the flagship rural housing programme of the Rural Development Ministry, so far about 93 lakh houses have been constructed spending approximately an amount of Rs.16,000 crore. During the last year around 12 lakh houses were constructed/ upgraded. It is estimated that around 126 lakh more houses are required to be constructed/upgraded in the rural areas for the rural poor. During the last year, apart from the normal allocation an additional amount of Rs.412.50 crore was also released to the State of Orissa for construction of houses for the victims of super cyclone and flood. Additional assistance was also extended to the States of Gujarat, Andhra Pradesh, Himachal Pradesh and Jammu and Kashmir to help the victims of natural calamities and other eventualities. Until now there was no provision for reconstruction of a house due to one or other natural calamity. From the current financial year, it has been decided to provide assistance in cases of natural calamities.

Swaranjayanti Gram Swarojgar Yojana is an integrated scheme for providing opportunities of self-employment to the rural poor. The assisted families (Swarojgaris) may be individuals or groups (Self-Help Groups). However, the emphasis is on group approach. The objective of the scheme is to bring the assisted poor families (Swarojgaris) above the poverty line by providing them with income generating assets through a mix of bank credit and subsidy. It has been conceived as a holistic programme of self-employment and some of its salient features are:

- Organizing the rural poor into Self-Help Groups (SHGs) through social mobilization.
- Key activity and development of activity clusters.
- Training and marketing support to the Swarojgaris.
- Involvement of NGOs/CBOs/Animators in social mobilization and training and capacity building of Self-Help Groups.

Since inception of SGSY Scheme (1-4-99) so far, 11.45 lakh SHGs have been formed till date and about 1.00 lakh groups have taken up economic activities. A total of 31.69 lakh Swarojgaris have been assisted so far with the total investment of Rs.6373.51 crore, which includes Rs.2122.75 crore as subsidy and Rs.4250.76 crore credit from the banks. During the current year 2002-2003, the total central allocation under the scheme is Rs.710 crore. Based on the feedback received from the States/UTs certain amendments have been carried out in the Scheme Guideline to emphasise on the process approach and give flexibility to the States/UTs in utilization of funds based on the stage of implementation of the scheme.

The Ministry of Rural Development is mandated to provide safe drinking water in all rural habitations by 2004. To achieve this objective, Department of Drinking Water Supply, Ministry of Rural Development is implementing a number of Programmes like Accelerated Rural Water Supply Programme to resolve drinking water crisis in rural areas. The Programmes for Drinking Water also give importance to rain water harvesting, sustainability of resources and community participation. Considerable success has been achieved in meeting drinking water needs of the rural population over the years. Out of total number of 14.22 lakh rural habitations in the country during the last three years, 1.65 lakh habitations were fully covered with 40 litres of drinking water per capita per day. As on 1.10.2002, 12.80 lakh (90.33%) habitations are fully covered. 1.26 lakh habitations (8.88%) are partially covered and only 15,444 rural habitations (1.09%) are not covered. These villages will

also be covered by 01.04.2004. In addition, a nation-wide survey is being launched to reassess rural drinking water status.

Under Accelerated Rural Water Supply Programme (ARWSP), the budgetary support has been increased from Rs.1741.41 crore in 1999-2000 to Rs.235 crore in the year 2002-03. So far Rs.6529.87 crore have been released to States during the last three years.

Plan Outlay for the Department of Drinking Water Supply: Compared to Ninth Plan release of Rs.8454.57 crore, the Tenth Plan (2002-2007) has been fixed at Rs.14,200 crore – a step up of Rs.5745.43 crore (68%).

A new initiative based on demand responsive strategy and community participatory approach in rural drinking water sector was launched in 1999. So far, Sector Reform Projects for 67 districts of 26 States have been sanctioned with total cost of Rs.2060 crore and Rs.580.31 crore have been released, out of which Rs.156 crore have been utilized Rs.30.82 crore has been the community contribution from 18.65 lakh households. Out of 25,686 water supply schemes taken up, 8116 have been completed and 6661 have been taken over by the community for operation and maintenance. Encouraged by the success of Sector Reforms Projects, a new initiative 'Swajal Dhara' has been launched on December 25, 2002. Under this initiative, as against the Districts under Sector Reforms, Panchayats, Blocks and other beneficiary groups have been empowered to formulate, implement, operate and maintain Drinking Water Projects. Ninety percent of funds towards the project cost is provided by the Government and the beneficiary group has to contribute 10% of the cost.

Concept of Sanitation connotes a comprehensive definition, which includes liquid and solid waste disposal, food Central Government supplements the efforts of the State in undertaking rural sanitation under Central Rural Sanitation Programme which was launched in 1986. CRSP aims at improving the quality of life of the rural poor and to provide privacy and dignity to women in rural areas. Under the Programme, 1,46,114 individual household toilets have been constructed during the last three years and Rs.385.36 crore were released to States.

In 1999, Total Sanitation Campaign (TSC) was launched to improve quality of life, and promote sanitation in rural areas. TSC follows participatory demand responsive approach, educating the rural households about the benefits of proper sanitation and hygiene. TSC is being implemented in 185 districts with an outlay of Rs.2,032 crore with GOI share of 1,225 crore, out of which Rs.324.62 crore have been released and Rs.67.29 crore have been utilized. Community contribution has so far been Rs.12 crore.

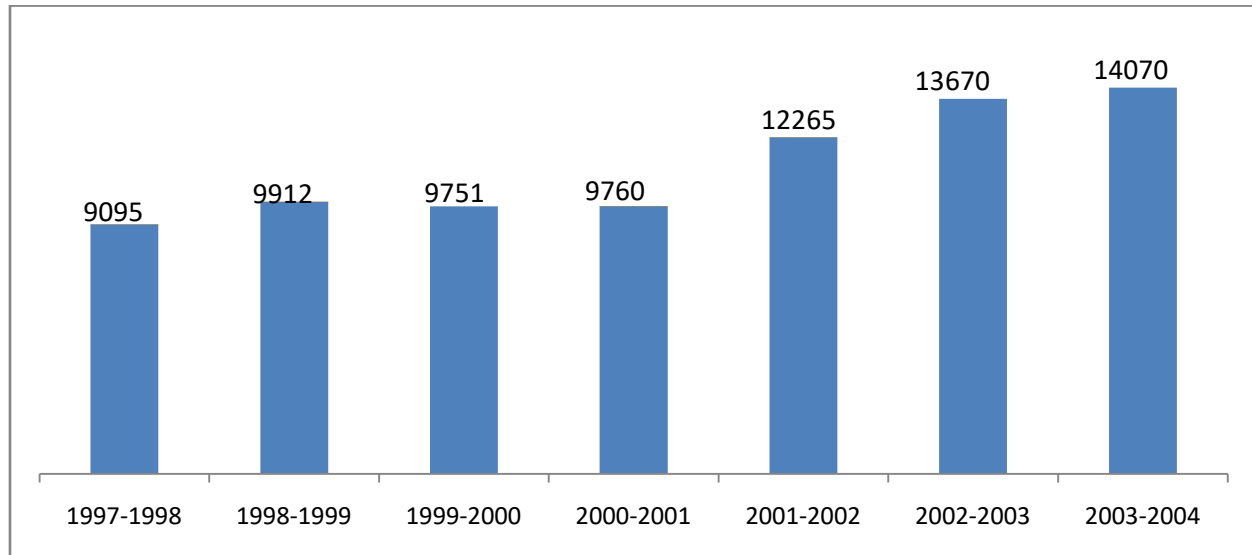
Under TSC, projects envisage to have 1.69 crore household toilets, 20434 women sanitary complexes, 1.68 lakh school toilets, 13206 toilets for Balwadis, and 1616 Rural Sanitary Mats. So far, 10,55,365 household latrines; 15267 school toilets, 1117 Balwadi toilets, and 597 sanitary complexes for women have been completed.

During the last three years due to Central and State Government efforts more than 40 lakh households have access to improved sanitary facilities.

Land is a critically important national resource. Its efficient management is vital for economic growth and development of rural areas. Concerted efforts are being made through Area Development Programmes of Department of Land Resources such as Integrated Wasteland Development Programme, Drought Prone Areas Programme and Desert Development Programme to regenerate

and rejuvenate wastelands and degraded lands. All the Area Development Programmes are being implemented through the Watershed Development approach. Some of the major achievements and initiatives in this regard are – three fold increase in budget provision for Wasteland Development Programme, stepping up budget provision of Department of Land Resources (DoLR) from around Rs.324 crore in first 3 years of 9th Plan (1997-2000) to Rs.900 crore in last 2 years (2000-2002) of 9th Plan. Budget further increased to Rs.1000 crore during the current year (2002-2003). Twelve thousand two hundred and nineteen Watershed Projects were sanctioned during the 3 years under DDP and DPAP. Three hundred and four Watershed Projects were sanctioned under Integrated Wasteland Development Programme during the last three years. Total area taken up for treatment under the 3 programme is 87.12 lakh ha. at a total cost of Rs.5217 crore. Guidelines were revised in September, 2001 to provide for non-Governmental as well as Governmental participation in Watershed Project Implementation and greater role for women and Panchayati Raj Institutions in implementation.

Communication Planning is an integral part of planning for sustainable development. To enable the Panchayats to handle the issues concerning the communing for themselves, to formulate developmental plans taking advantage of assistance provided under various centrally sponsored schemes and execute these plans, it is necessary that the rural people in general and Panchayati Raj functionaries in particular, are adequately aware of the nature and content of Rural Development Programmes. Moreover, in view of the magnitude of the task of bringing about socio-economic transformation in rural areas, it is necessary that not only people in rural areas, but all segments of the society such as urban elites, NGOs, Corporate bodies are sensitized about issues relating to rural development in order to mobilize them towards particulars in rural development efforts.¹¹

OUTLAY FOR THE MINISTRY OF RURAL DEVELOPMENT**(Rs. In crore)**

Realizing the importance of communication, in mobilizing people towards participatory development, concerted efforts are being made by the Ministry to disseminate information and message on Rural Development Programmes through most of the available modes of communications. The Information Education and communication activities undertaken by the Ministry aim at:

- Primarily creative awareness amongst the target groups of the Programmes of the Ministry and mobilizing them towards participatory development.
- Sensitizing opinion makers, urban elites about issues relating to rural development.
- Creating awareness amongst the general public.

Thus, with the time-bound multi-pronged approach adopted by the Ministry of Rural Development through a wide range of Programmes and initiatives taken by the Ministry as also gearing up of monitoring mechanism during the year, it is hoped that it would lead to significant improvement in the overall quality of the life in rural areas.¹²

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2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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