

**AJMR**

**ISSN (Online) : 2278 - 4853**

# **Asian Journal of Multidimensional Research**



***Published by :***  
***www.tarj.in***

**AJMR**

ISSN (online) : 2278-4853

Editor-in-Chief : Dr. Esha Jain

Impact Factor : SJIF 2020 = 6.882

Frequency : Monthly

Country : India

Language : English

Start Year : 2012

Published by : [www.tarj.in](http://www.tarj.in)

Indexed/ Listed at : Ulrich's Periodicals  
Directory, ProQuest, U.S.A.

E-mail id: [tarjjournals@gmail.com](mailto:tarjjournals@gmail.com)

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**AJMR:**  
**Asian Journal**  
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**Research**

(A Double Blind Refereed & Reviewed International Journal)



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Published by: **TRANS** Asian Research Journals

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(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00012.9**

## **SOME POSSIBLE SHORT COMINGS IN THE ACTIVITY OF THE LEADER**

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### **ABSTRACT**

*In the article it is proved the changes in the outlook and appearance of the leader on the background of the spirit of the age, development of efficiency of the leaders activity turns into actual problem of the modern age. According to the opinion of the author all drawbacks in the activity of the modern leader occur from not sufficiently mastering the management principles. For overcoming these drawbacks it is necessary to analyse thoroughly the thoughts and ideas of the leaders of the country and specialists concerning these matters. "Today the world is changing, - he said, - and demands, tasks of it standing before us are increasing. In such kind of difficult state it is not time of following the proverb "Every man for himself". We are used to looking for an argument as "the case is bad, the state is difficult". In some cases internal and external relations established by the leader is not serving for developing the productivity of the enterprise. It has become habitual to hold ineffective negotiations, to organize meetings without results. However, holding and organizing such kind of meetings, presentations cost much. In the result of current leaders not knowing the above-mentioned functions and doing them we can see a number of shortcomings in the worldview and spiritual appearance of the leader and in his activity. The current stage of the social-economical reforms being implemented in our country puts forward the problem of further development of effectiveness of leaders' activity. There are a number of objective and subjective courses of it.*

**KEYWORDS:** *The Leader, The Worldview Of The Leader, The Spiritual Appearance Of The Leader, Managerial Activities, Shortcomings In The Activities Of The Modern Leader, The Strategic Function Of Leadership, The Innovative Function Of Leadership, The Administrative Function Of Leadership, The Communication Function Of Leadership, The Social Function Of Leadership.*



## INTRODUCTION

The current stage of the social-economical reforms being implemented in our country puts forward the problem of further development of effectiveness of leaders' activity. There are a number of objective and subjective courses of it. These courses were clearly pointed out in the lecture "Critical analysis, firm discipline and personal responsibility – must be rule of every leader's round of duty" of the President of the Republic of Uzbekistan Sh. M. Mirziyayev and this lecture was given in the broaden session of the Cabinet of the Ministers that is devoted to the main results of the social – economical development of our country in 2016 and the most important directions of the economical Program targeted for 2017.

"Today, - stressed the leader of the country, - while analyzing successive advancement of our country in the way of development we have got all rights to say that we made steady steps in implementing important principle reforms last year."<sup>1</sup> But the leader of the country coming out from the demands of the age criticized current pace of the development of the country. "Today the world is changing, - he said, - and demands, tasks of it standing before us are increasing. In such kind of difficult state it is not time of following the proverb "Every man for himself". We are used to looking for an argument as "the case is bad, the state is difficult". But who changes this state? Who improves the case? We should put the questions before us. If we ourselves don't alter the case through our intelligence, labour nobody will come and do it for us."<sup>2</sup>

### Main part

It is obvious that the President of the Republic of Uzbekistan mentions that first of all leader personnel are responsible for the social - economical development of the country, the age is putting newer and newer demands in front of them. So, it turned into one of the actual problems of the age to alter the leader's worldview and his spiritual appearance basing on the demands of the age, to develop the effectiveness of leader's activity.

In order to fulfill this task it is necessary to find out shortcomings characteristic to the worldview and spiritual appearance of the leader and to analyze those wide spread drawbacks belonging to the modern leader's activity.

As the specialists' analysis show<sup>3</sup> there are a number of shortcomings and drawbacks in the worldview and spiritual appearance of today's leader. Of course, it is unfair to say that they are characteristic to all working leaders. But as the analysis show these shortcomings concerning the managerial activity belong to the list of the most frequent faults. The scientists who made special researches on the worldview and spiritual appearance of the leaders connect these faults to not perfectly mastering the following functions.

First, the leader must know the strategic function of leadership. He must fix the main goals of the organization or the institution and clearly imagine its development strategy. The leader's not mastering the knowledge of this function is leading to sorrowful results. In the result of it the institution or the organization can't do its social duties. And the leader of our country is pointing it out in his lectures too. For example, in the result of wrong determining the strategy of localizing the production by the responsible leaders in the year of 2016 in our country localized production equal to about 400 million US dollars was imported.<sup>4</sup>

Secondly, the leader must know the innovational function of leadership. He must have the skill of implementing the organizational, production and other changes, strive for acquiring innovational ideas and technologies and put them into practice. The leaders not mastering the

knowledge of this function deprives the enterprise from the innovational progress and slows down the pace of entrance of innovations and technologies to the enterprise. We can see such kind of case in the activity of many enterprises located in different areas of our country. For this reason the leader of our country offered to name 2018 as the year of active business, supporting innovational ideas and technologies.

Thirdly, the leader must know the administrative function of leadership. He must control the results of the work of the enterprise or organization under his leadership, fairly assign representatives and missions, regularize executives' activity, be able to choose the personnel who are able to do the tasks of the enterprise, must be aware of the methods of encouragement and punishment. There are a number of objections to the implementation of this function by the leader personnel too. It can be criticized such kind of shortcoming as slackness in choosing personnel, assigning them and controlling the given duties. And it is not secret that the shortcomings concerning choosing the personnel are negatively influencing to the activities of the enterprises, problems in the control are reducing work productivity, injustice in support and punishment is damaging the spiritual-psychological atmosphere.

Fourthly, the leader must know the communication function of leadership. He is responsible for establishing internal and external contacts, holding negotiations, communicating with other enterprises and citizens, participating in different occasions as the representative of his institution. It seems as if the leaders have mastered this function and have been doing this job perfectly. But deep analysis show that there are hidden many problems in the bottom. In some cases internal and external relations established by the leader is not serving for developing the productivity of the enterprise. It has become habitual to hold ineffective negotiations, to organize meetings without results. However, holding and organizing such kind of meetings, presentations cost much. This case was criticized by the leader of the country a number of times too. It witnesses that this function hasn't been enough mastered by many current leaders.

Fifthly, the leader must know the social function of leadership. He is responsible for creation of the warm atmosphere of mutual assistance, personnel conduct, spiritual – psychological atmosphere. Work productivity relates directly to spiritual – psychological atmosphere in the enterprise. It demands to strengthen spiritual – psychological atmosphere first of all in order to increase educational effect.

### **Analyses**

It is known that working at the same place personnel's spiritual states effect on a person's activity. In the result of the attitude among the members of a collective spiritual – psychological norms and integral system of needs (mutual trust and distrust, collaboration or vice a verse, and others) emerge. And the expression of those feelings and senses, norms and needs in real activity constitutes the thought of "spiritual-psychological state". The spiritual-psychological state creates foundation for a person's spiritual development at the same time of developing work productivity. Making a step for democratic society creates objective conditions for this, but on the base of these conditions it must be altered the attitudes between the leader and the person, they must be improved. Only then spiritual-psychological state takes a positive form.

In the result of current leaders not knowing the above-mentioned functions and doing them we can see a number of shortcomings in the worldview and spiritual appearance of the leader and in his activity. The leader of our country says that those shortcomings consist of the followings:

1. Some offices and those leaders away from the real life and people's needs.
2. It can be followed superficial approach to working out programs and conception of branch and sphere development.
3. The last – the third shortcoming relates to the leader's habit of staying in their rooms and solving important problems not studying the real situations in economical branches of every enterprise, towns and districts, and especially in rural places.<sup>5</sup>

It is obvious that the ill habits and shortcomings which are characteristic to the leader's activity are many. The leader of the country Sh. Mirziyayev emphasizes that in order to eliminate these shortcomings "critical analysis, firm discipline and personal responsibility must be a daily rule of every leader; either he is Prime Minister or a member of the government or hakims of the regions." Besides that, it gives a good effect to refer to the heritage of I. Karimov in order to eliminate these shortcomings.

## CONCLUSION

It can be concluded that there are many shortcomings in the spiritual appearance and activity of the leaders of today's age and it requires special attention to eliminate them. These shortcomings relate to leader's not mastering strategic, innovational, administrative, communication, social functions of leadership. In the result of it in the daily activity of the leaders a number of problems become conspicuous. Ideas and considerations of the leader of the country, of specialists about leadership and the activity of leadership serve to eliminate these shortcomings, problems.

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**DOI NUMBER: 10.5958/2278-4853.2020.00013.0**

## **INDIAN ECONOMY: RECENT DEVELOPMENT AND CHALLENGES DEMONETIZATION AND IMPACTS ON INDIAN ECONOMY**

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### **ABSTRACT**

*Withdrawal of cash from the legal tender is known as demonetization, which took place in the year 2016 November, the sudden implementation of this action aimed at eradication black money, funds to terrorists and to eradicate fake currency though it was a positive action it also affected the various sectors of the economy, the data was collected from secondary source, this paper helps us to know about the various sectors which were effected that is agriculture, automobile, and this study also examines the positive and negative aspects of demonetization and also the drastic change from cash to digitalization transaction.*

**KEYWORDS:** *Demonetization, Implementation, Eradication,*

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### **INTRODUCTION:**

#### **MEANING:**

Demonetization refers to the removal of currency notes which were in circulation in the form of legal tender. Through demonetization, the existing currencies are being replaced with new currencies.

#### **HOW DOES IT WORK?**

Demonetization does not occur regularly, if the government regulates demonetization often, the economy may not indicate regular growth. There will be no stability also it will impact the various sectors of the economy and undoubtedly affect the common public.

**WHEN IS IT USED?**

The countries implement demonetization when it experiences inflation or illegal activities such as corruption, black money, fake currencies. Countries take the initiative of demonetization to bring stability and growth to the economy.

**HISTORY OF DEMONETIZATION: WORLD HISTORY**

The act of demonetization has been experienced in the past by several countries across the globe. It was implemented to make the declining economy stronger, which would result in stability and reliability. The first country to implement demonetization was Ghana in the year 1982, to demonetize 50cedis currency in order to keep the check on money flow. Later many countries such as Britain, Congo, Myanmar, Nigeria, North Korea, and Russia implemented demonetization.

**DEMONETIZATION: INDIA**

Demonetization was not a new act as it was previously implemented twice.

The first currency banned took place in January 1946. It demonetized huge denomination of ₹1000 and ₹10,000 which did not create a revolution as it was not accessible by the common people also its purpose was minor and a disciplinary gesture towards black marketing. "It was more of 'conversion' at varying rates of profits and losses than demonetization", said sources.

The second currency was in January 1978. It demonetized the huge denomination of ₹1000, ₹5000 and ₹10,000 currencies. The demonetization of high denomination banknotes was a step primarily aimed at controlling illegal transactions. Which in turn proves that demonetization neither created and a huge impact on the country's growth nor did it fulfill its aim of eradicating black money.

The recent demonetization that happened on 9<sup>th</sup> November 2016 which worked on demonetizing ₹500 and ₹1,000 currencies had a huge impact on the Indian economy and the common people as it was a denomination which was in high circulation across the country. It was initiated by our Prime Minister Narendra Modi with an intension of cracking down black money, choking downflow of funds to terrorists and Naxalites, expand the tax base, abolishing fake currencies and digitalization. The following was initiated for the growth of the economy but the sudden implementation of demonetization led to the fall of GDP growth rate

\*The below table shows the GDP growth rate from the year 2011-2012 to 2016-2017

**TABLE:1**

YEAR	GDP GROWTH RATE
2011-2012	6.5
2012-2013	5.46
2013-2014	6.39
2014-2015	7.51
2015-2016	8.01
2016-2017*	7.11 ↓

\*(SOURCE: CSO)



## LITERATURE REVIEW:

Himanshu (2018): this paper entitled as “impact of demonetization on Indian economy” they used secondary data, and also briefly explained about various reasons for demonetization and also the negative and positive aspects of demonetization, also specified the ways how black money was recovered and encouraged the digital mode transaction.

Sourabh Dev Tiwari(2017): this paper entitled on “impact on demonetization in Indian hospitality and tourism industry”, their research was based on both primary and secondary data and collected data from the low and medium business people about the cause of demonetization, the swot analysis was made, and their short-term and long-term impacts of demonetization.

Bharath Kumar Meher (2017): this paper entitled on “impact of demonetization on banks” the research is based on the secondary data and briefly explains about the post and pre demonetization status, and the post demonetization deposits in commercial banks are increased to ₹ 6,55,000 crores which was ₹ 4,09,500 earlier. and also briefs about the positive aspects of demonetization.

Sudesh Kumar(2017): this paper entitled “pre and post effect on Indian industry” this research is based on secondary data and compares the huge difference faced by different sectors agricultural, pharmaceutical, the automobile that is post and pre demonetization.

## OBJECTIVE OF THE STUDY:

- To study the impacts on different sectors.
- To study the negative and positive outcomes of demonetization.

## RESEARCH METHODOLOGY:

This research is descriptive in nature and tells about the history and meaning, and the impacts on various sectors on demonetization and also describe the pros and cons of demonetization which is based upon the secondary data, the relevant data is collected from various journals, blogs, research paper, websites and many other.

## IMPACTS

The sudden action of demonetization shock the entire nation, of banning the most frequently used currency notes such as ₹ 500 and ₹ 1000 which were even used by the rural and urban, lower and middle class people which led them to greater suffering by reducing their purchasing power and also it created a greater hit on all the sectors of economy, India still depends on the primary activities where the major transactions are made through cash. Although it was a good start to eradicating black money, corruption and stop the use of counterfeit of funds of illegal activities and terrorism it had a great impact on various sectors of the economy.

1. **AGRICULTURE:** Agriculture is considered to be the backbone of the Indian economy. The sudden action of demonetization created a huge impact on this sector, demonetization took place during the post-harvest operation of Kharif crops (rice, maize, cotton) and sowing rabi crops (wheat, mustard, sesame, peas,) both these operation requires a huge sum of money. As Indians, 263 million farmers depend on the cash economy since cash is a primary transaction mode in these sectors and the agricultural dependent states like Madhya Pradesh, Uttar Pradesh, Punjab, and Kerala. The Sudden decision of demonetization turned to be a major burden on the farmers, as they faced difficulties in buying seeds, fertilizers, pesticides which

were required on daily basis and huge landlords faced difficulties such as delay in paying their daily wages to the laborers which resulted in postponed work, and they were worried lot that their Kharif crops would be delayed to their want buyers without cash in hand which resulted in increase in the credit transaction. Though the government provided various flexibilities to farmers such as

- Allowing the farmers to withdraw the sum of Rs 25,000 per week against there loan
- Allowed to purchase seeds with their older notes of rs 500.

Thus although the government provided flexibilities they faced seriousdifficultiesof insufficient cash flow in their rural banks.

2. **AUTOMOBILE:** Until demonetization,the automobile industry had steady growth. The various sectorsunder the automobile industry like private cars, two-wheelers, commercial vehicles, tractors, etc had a stable growth pattern until October 2016.The sudden announcement of demonetization had an immediate impacton the economy as, in India, nearly 50%-60% of sales are executed through cash, out of which most of it is executed in rural India. The industry could not sell its products, which brought an immediate fall in the industry. But it did not last long it began to boom again. It was recorded in various reports stating that buyers have just postponed their decision of purchasing as they are waiting for the circulation of money like as usual. It also says that the fall in the sale is also because it was a festive season and according to sentiments people do not buy new vehicles. Later once the money was in circulation the sales began to increase slowly and everything went as planned. Many automobile companies have reported similar statements mentioning that though they all faced a sudden dip during demonetization, they knew it would be temporary and found a quick pick up once money was in circulation.

**TABLE: 02 DOMESTIC VOLUME GROWTH TRENDS ACROSS SEGMENTS IN DECEMBER-2016**

Segment-wise sales	December-15	December-16	Change%
Passenger vehicles	230959	227824	1.40%
Commercial vehicles	56840	53966	5.10%
Two-wheelers	1167621	910235	22.00%
Three-wheelers	46894	29904	36.20%

The above table clearly indicates that overall decline in sales in all the segments of this industry due to demonetization as compared to the previous year of 2015

3. **INFORMATION TECHNOLOGY:** Information technology was a sector that was not given much importance before demonetization as it did not have much need in society. It did not have a very active role to play in the life of common people and also it was the initial stages of digitalization.

Later when demonetization hit and when the economy was trying to change into a cashless economy, digitalization was given more importance. Companies starting to realize the need for IT systems to make online transactions easy for its customers. Which ended in giving IT companies more importance.Technology became important for tracking financial information, eKYC forms for IT departments. It also gave birth to UPI ( Unified Payment Interface ) which was something very new for the common public.

**4. BANKING:** Since India was a cash-driven country most of the population did not own a bank account, and very few had a debit or credit card and the rest required a bank teller to carry out their bank transactions. Even for online shopping people preferred to pay through cash and not use the online modes.

According to government regulations, banks became the mode of exchange of old currencies into new currencies which proves that banks were a backbone for the entire process and also they benefited from it. There was an increase in the current account and savings account ratio, it reduced their high-cost deposit and also increased their liquidity position which helped in further lendings.

**5. REAL ESTATE:** It was one of the markets which had a huge hit after the force of demonetization. Black money was secured in the form of real estate as huge investors found it as a convenient way to hide their black money in the form of Benami property. House buyers had a free flow of currencies to purchase or sell their house as most of their transactions would happen in the form of cash. Demonetisation was a difficult move for many to deal with. However, it has greatly contributed to the standardization of pricing in the sector. There is so much transparency now. From a developer standpoint it has immensely helped in sourcing funding from the banks and is assured that the source of funding is genuine. Many people out there believe that demonetization had an adverse effect on sales, but that's not true. It was the negative sentiment that due to demonetization the property costs will go down and that's exactly what the people kept waiting for instead of investing. Beyond this, it has also helped in creating a cleaner image for Real Estate.

**6. HOSPITALITY AND TOURISM:** Since India is a tropical region the best time to visit India from October to December where the country is dry and pleasant. Demonetization that took place during the months of October – November which also gave a hit on this sector.

Since it was a peak tourism season, where the high denomination notes that are 500 and 1000 were banned it was not possible for the travelers to spend money easily. Both the domestic and international tourist faced the struggle to pay their service providers such as their hotels, guest house, traveling expenses due to lack of availability of new currencies in banks and ATMs and most of the budget-friendly hostels, guesthouse, did not have an access other modes of transactions.

**7. AVIATION:** According to the recent news it states that there was no much harm to the aviation industry since the seats were pre-booked in contrast it just witnessed a growth by 23.91% in December. During December which is traditionally the peak season of travel, all the carriers than 80% filled seats individually the airlines gave their statements, wherein

- Spicejet recorded a load factor of 93.7% with 90% full seats
- Indigo came 2<sup>nd</sup> 91.45% full planes
- Jet airways recorded 63.3% flight full
- Air India was last in the list by flying 59% of its flights full.

\*(source: ECONOMIC TIMES)

**8. GEMS AND JEWELRY:** Demonetisation of high-value currency notes had a negative impact on consumer spending, especially for luxury items including gems and jewelry. The gems and jewelry sector was impacted at least in the medium-term. Though the export market and large diamondaires in the organized sector were not impacted much, small and medium players,

carrying out local trade and sourcing, felt the pinch of the currency recall exercise. The substantial portion of the payment by customers involves cash for purchasing jewelry so the impact of demonetization in this sector was quite high. Demonetisation made people with less cash available in their hands for fulfilling their daily needs where they couldn't imagine purchasing jewelry. Small retailers who survive in the unauthorized sector were likely to be affected more which reduced the demand for jewelry. Jewelers took advantage by selling the gold for more than their market price to take advantage of the banned notes which resulted in raids of income tax on this jewelry. This sector was seriously hit by demonetization as buyers prefer to pay in cash.

### **NEGATIVE IMPACTS OF DEMONETIZATION:**

- Demonetization led to a severe cash crunch in the country, as people were finding difficult to get the cash in hand for day-to-day activities. Rural areas were affected most because, the banks set up their function with a very little amount, and even though atm facilities were available there was no cash and very little promotion for digital transactions and lack of internet facilities. In Urban areas of India people starting making online transactions, many retail outlets also preferred paying online however people were not willing to pay through online mode because of internet theft and landed up standing in ques for hours which created huge distress among the people.
- Some of the small business faced a huge loss and some vanished, as cash is the only mode of payment practiced still in small business, since there were huge cash crunch the wages could not be paid to the laborers, which resulted in unemployment and limited their business activities which gave a severe hit to the small scale business.
- GDP rate of India has slow down after implementation of demonetization that is withdrawal of higher denomination notes reduced the growth of the country by decrease in consumption pattern, demand for the product in the domestic market, income, investment, etc and GDP in 2015-2016 had a prosperous growth of 8.01% and it finally fell in the year 2016-2017 to 7.11% which was a huge downfall, and the government had made a note to general public saying GDP will increase in later 4 to 5 months. and the introduction to the new policy GST (goods and service taxes) is also one of the reasons for the decrease in GDP.

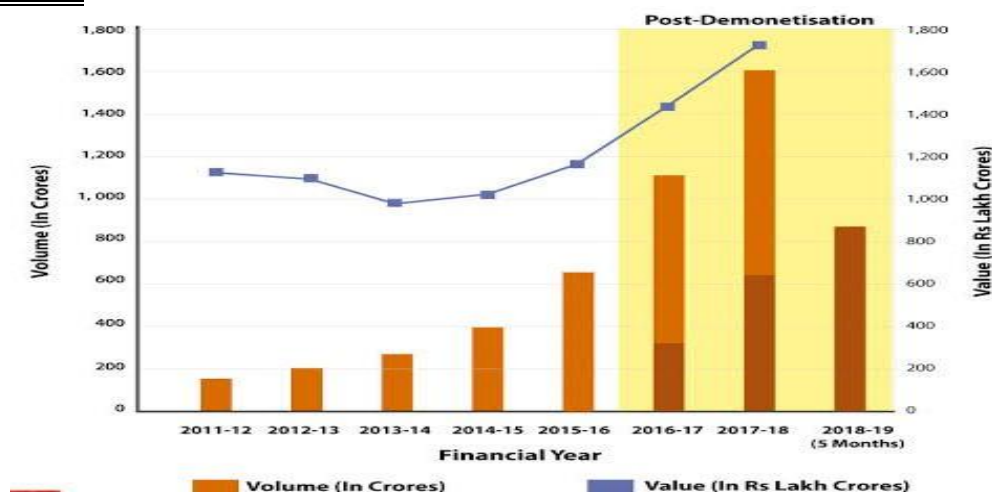
### **POSITIVE IMPACTS OF DEMONETIZATION:**

- Tracking of black money the biggest aim of demonetization was described as fighting black money, there were a lot of effects on black money out of which the direct or immediate effects were ₹ 12 lakh crore of ₹ 15.44 lakh crore demonetized currency came back to the bank immediately, it helped to tackle black money as it was important to completely stop the generation of black money, hence depressing of higher denomination was a good initiative but other effective means of investing black money is important.
- It proved to be Modi's surgical strike on terror funding, drug money, and other anti legal activities, most commonly used mode of transferring value remains hawala especially Pakistan and Pakistan based terror groups, it does not involve physical movement of cash in borders but employing hawala agents to collect and disburse the cash across different countries.
- The larger purpose of demonetization was to move India from a non-compliant society to a compliant society so when cash is deposited in the bank the anonymity about the owner of the cash disappears. The cash deposited is now identified with its owner giving rise to an

inquiry whether the amount deposited is in agreement with the depositor's income, hence it was made mandatory for them to make tax payments.

- Facilitated saving tendencies among the people Demonetization helped in transferring cash to financial markets. It inculcated the habit of savings. Gross financial savings have increased from 10.9% of gross national disposable income (GNDI) in FY16 to 11.8% of GNDI in FY17, a notable climb of 90 bps. It changed the saving habits of people. Instead of keeping cash at home or in banks people are now investing in mutual funds and insurance companies. If we take mutual fund data, the investment has increased by 155% in the last one year and it reached ₹ 3.43 lakh crore. Likewise, there was a 46% increase in the collection of premium insurance policies. Increment in these will help the government to raise money for a long duration that can be used to develop the infrastructure of the country.

### Digitalization:



When the decision of banning ₹ 500 and ₹ 1000 notes were announced on 8<sup>th</sup> November 2016 to curb black money and terror financing it bought mixed reactions in the minds of people. Demonetization had severe effects on people especially —domestic workers, small traders, and farmers. But its impact is not for long term. In a short period of time, demonetization has led to the rapid adoption of digitalization. Such digital payments have in a large way replaced cash transactions at least in urban areas. It eventually led to the growth of:

- UPI:** The Unified Payments Interface (UPI) was launched in April 2016, and UPI transactions have increased 400 times as compared to November last year. This happened as banks and private entities worked towards the adoption of the government-backed payments system post demonetization.
- BHIM:** The government's BHIM (Bharat Interface for Money) implementation announced by Prime Minister Narendra Modi on December 31, 2016, has seen notable developments since then. Named after Dalit icon Bhimrao Ambedkar, the digital payment application was also launched for non-smartphone users on his birth anniversary in April. During the first nine months of operation, BHIM has reported transactions worth more than Rs 11,000 crore and lately accounts for almost half of all United Payment Interface (UPI) transactions in the country.
- RuPay:** Mastercard recently complained to the Office of the United States Trade Representative that the Indian government associated the use of RuPay cards with nationalism, claiming it serves as a kind of national service. Slowly and steadily, RuPay card



has been expanding in the Indian market, riding on the back of the government. Thanks to PM Modi's policy of financial inclusion, RuPay has made quick inroads into the hinterland.

- **AADHAAR ENABLED PAYMENT SYSTEM (AEPS):** AEPS is a bank-led model, which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.
- **ELECTRONIC CLEARING SYSTEM (ECS):** ECS a substitute procedure for effecting payment transactions for the utility-bill-, love phone bills, electricity bills, insurance premium, card payments, and loan repayments, etc., which might remove the necessity for insurance and handling paper instruments and thereby facilitate improved client service by banks / corporations / firms / government departments, etc., collection / receiving the payments.

### **CONCLUSION:**

Demonetization which was bought in for the third time in our country by out P.M. Narendra Modi was a huge step towards creating a new revolution in our country. This was brought in with a good intention which was to curb black money, choke the flow of funds to terrorists, eliminate fake currencies, etc. Though this brought a lot of hardships to business and to common it was brought in with good intention. Hence it is now the government's responsibility to bring the economy out of the slump also government should move towards removing all obstacles coming to the ineffective implementation of GST by being sensitive to businessmen problems, reduce taxes and stamp duties, giving booster dose to MSME and unorganized sector so that the people who have lost their jobs or businesses due to demonetization may join back the formal economy and live a dignified life.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00014.2**

## **A STUDY ON THE HR PERSPECTIVE OF MERGERS & ACQUISITIONS**

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### **ABSTRACT**

*To sustain in this competitive world, the enterprises uses certain strategies. Merger and Acquisition has been one of the most virtual and important strategy in any corporate or any sectors. In Merger and Acquisition, HR plays a strategic role as the capability of one firm's human resource can affect the formation and effectiveness of corporate merger and acquisition strategy. This study addresses all the aspect of human related to Merger and Acquisition with the change in role of HR department. This paper also investigate the impact of merger and acquisition on employees, advantages and disadvantages of merger and acquisition and also the policies taken to solve those problems occurred in merger and acquisition. The success of merger does not depend necessarily on the financial and technological aspect. To make it successful, HR takes an important role.*

**KEYWORDS:** *Merger and Acquisition, Human Resource, Strategy, Policies*

### **INTRODUCTION:**

Due to increasing competitive economic environment, the business needs to adopt new strategies, profitable, flexible and should make adjustment continuously to survive and expand their business.

Regardless of industry or firm such as insurance, banking, pharmaceutical etc uses this strategy (i.e: Merger and Acquisition) to compete with others and to grow and expand their business. Merger and Acquisition are managed to fulfill various corporate objectives like achieving competitive advantage, diversify risk and to reduce the risk of hostile takeover. It may include integration of assets, creating new entity, and integrating accounting functions.

Despite the fact, they are undertaken for good reasons but majority of the business fail to provide the anticipated rewards. Even the researchers like( Buono and Bowditch 1989,20) reports saysthat 30% of all acquired firms are sold off within 5 years and 90% of mergers never live up to expectations.

The reasons for the rate of failure might be the poor strategies, lack of resource etc but the main reason for the failure is due laxity to human resource issues.

HR is one of the most important aspects along with the financial, business and market force of the company.

The better understanding of HR issue in the integration stage of merger and acquisition could help them succeed. This research reveals how HR is directly related to the success or the failure of merger and acquisition.

## REVIEW OF LITERATURE:

*Carolyn Kristjanson Love "Mergers and acquisitions: the role of HRM in success"(2000)*

*Rithika V.Deshmukh "Impact of Merger and Acquisitions on changing roles of HR" (2005)*

*Dr. Tripti Vijaywargia "Analysing the consequences of mergers and acquisition on human resource" (2016)*

*Randall Schuler, Susan Jackson (Rutgers University, New Jersey) "HR issues and activities in mergers and acquisitions" (2001)*

Some of the business becomes successful through this strategy, but mainly fails. Shrivastava (1965-86) suggest than one- half to two-third of all mergers simply do not work.

HR issues are mostly under managed, poorly understood and never treated as an important factor which can influence the success of the firms. The most managers and business leaders focus on the financials and market factors but the root causes of increase in failure lies in disregarded HR issues or the activities. HR is a group of individuals who works together in order achieve organisational goal. HRM is a management function which is concerned with planning, hiring, motivating and maintaining people in an organisation the main focus is people. It refers to a set of activities, roles, functions, designed into maximize both employees as well as organisational efficiency.

Organisation=financial resources + physical resources + human resources.

There are four famous role of HRM written by Dave Ulrich. The roles as strategic patterns, change target, administrative expert, employee champion which basically describes the HR must ensure its practise, process and policies and minimise the time it takes to implement the strategy, the role to facilitate the changes in one organisation, role to recruit, hire, compensate, reward and discipline etc, when it comes to people and role to know the employee well.

Future / strategic focus

Strategic partner	Change agent
Administrative expert	Employee champion

Day to day/ operational focus

The above table shows the 4 roles of HRM written by Dave Ulrich which might help a merger and acquisition manager to deal with employee in better way to achieve the organisational objectives more effectively and efficiently.

## **MERGERS AND ACQUISITIONS:**

**Merger-** A combination of two or more companies of the same size to form a new company and to create new entity is merger.

The companies merge to save the cost of production, generate capital to enter market, to receive best practices and technical knowledge.

**Acquisitions-** is the purchase of one or more companies by another without forming a new one.

The companies acquire another company so to increase market shares, to gain new technologies to have well maintained company name.

A merger can be also a type of acquisition.

**Advantages-**

The most reason for a firm to enter into M&A is to merger their power and control over the market.

The synergy created through merger of two companies enhances the business performance, financial gains and the value of shareholders.

The merger results in increase of production with the decrease in staff and increase in purchasing power.

The combined resources of the new company help to gain a competitive edge.

**Disadvantages:**

Merger and acquisition is bad for consumer as it reduce the competition which lead to rise in price of product.

It can also results in job losses.

The increased size of organisation may lead to dis economies of scale as it may not have the control required for running a bigger company.

**Rationale for M&A:**

There are numerous reasons for a company to merge or acquire, most common are:

- i.** To have market dominance
- ii.** For channel control
- iii.** To reduce risk, cutting of cost, synergies.
- iv.** To achieve globalisation
- v.** Survival, growth, expansion.
- vi.** Flexibility, leverage
- vii.** Financial gains and personal powers
- viii.** More inexpensively

**Challenges faced during merger and acquisition:**

The main obstacles to achieve goal with merger and acquisition are-

- a)** Inability to manage financial performance
- b)** Incompatible culture
- c)** Loss of production



- d) Uncertain decrease in HR
- e) A clash of management style
- f) Inability to manage
- g) Communication and understanding problems

#### Track Record

While looking at the importance reasons of merger acquisition, everyone can assume that the success is likely to occur more than failure. Indeed, merger and acquisition are more likely to fail than succeed. Even in developed country like-USA, the statistics prove that 75% of merger and acquisition fails and 15% achieve their objectives.

Reasons for failure:

Merger and acquisition fails simultaneously and the reasons of failure are-

- High expectation
- Poor planning, unskilled executors
- Talent is mismanaged
- Due to poor and politics
- Require high degree of synergy
- Culture integration
- Financial drain
- Defensive motivation
- Focus of executive (Chairman, Sparks 1999, DOZ and Hamel 1998)

Reasons of success-

Perhaps not surprisingly some companies become successful by merger and acquisition. The major reasons are:

- Leadership
- Experience
- Achievable goal
- Well managed M&A team
- Good planning
- Extensive communication

#### HR Perspective of Merger and Acquisition

HR Professional faced lot of challenging issue when a company is merging or acquiring. It is essential of HR specialist to understand employment law, employee communication, talent retention, leadership and cultural difference for the long term merit of transaction and to get involved in pre-merger and acquisition processes such as post deal activities.

Plenty of attention is paid to the legal, financial, and operational elements of merger and acquisition. But, in today's economy, the executives who have been through the process of merger now recognise that the management of human side of change is the real key to maximizing the value of a deal.

“Employees now recognise that human resource issues are the primary indicator of the success or failure of a deal. When we had mergers just 5 years ago, employees had much more leverage

than they do now. The full employment economy has been a huge problem says Laura Carlson (Armour 2000).

The top management of human side of merger and acquisition activity neglected because the issues are hard to manage, lack of awareness of criticality of people issues, non existence of framework to understand and manage the people issue and the main thing is that no attention is given to HR.

The people issue occurs at several stage of merger and acquisition activity. Some of the issues are communication, retention of key talent and managers, integration of corporate cultures. To integrate the two companies, the HR professional should evaluate and select the talent to determine who remains and who departs after merger and acquisition. The entire set of human resource policies and practice of both the companies should evaluate, revise or replace to satisfy both the companies employees.

### Stages of Merger and Acquisition

McCann and Gilkey have developed a seven step model of the merger process that provides useful framework for considering the difficult human resource problem that may happen in any merger and acquisition.

#### 1) Pre-Merger Stage

##### a) Strategic planning and organisation:

The acquiring firm refines its mission statement and determine the types of merger and acquisition that will be used to achieve the corporate objectives. The firm should create a specific team to manage the merger and acquisition activity.

Every researcher found that corporate executives usually fail to integrate HR aspects into merger process because they did not realise that the merger might have a significant negative effect on their employees.

Pre Merger stages are dominated with finance and legal concern where the HR managers are included in core planning group.

With those results of failure, the companies are including HR manager in core strategic team because problem of people are primary source of poor merger and acquisition performance. It is important part of merger and acquisition strategy to put HR manager in decision making process early.

##### b) Searching

The most important factor in evaluating potential acquisitions was the talent and the philosophy of the acquired employees and managers. The most merger and acquisition are happening partly to acquire the valuable assets. To get success in merger and acquisition, the retention of management becomes the key factor.

##### c) Analysis and Offer

The main objective of this step is to evaluate the 'fit' of two firms. Financial, business and organisational fit must be present to call merger and acquisition a successful.

The primary important is organisational fit which include HR and two organisational cultures. The greater the difference between the two firms the greater the difficulty in achieving the desired level of integration and in noticing business synergies.

## **2) The Post Merger Transition**

The integration and transition stages are the most complicated as it is surrounded by highest level of uncertainty. The most failure occur in transition stage because this stage is poorly managed.

### **a) A Delicate Balance**

In this stage, management should bring delicate balance between providing a stabilising influence and creating a climate for change. The negative employee reaction and behaviour influence other employee which leads to failed acquisition than success. Certain uncertainty of employee voluntarily leaving due to fear, anxiety, and anger are pervasive during merger and acquisition.

### **b) Insecurity and Anxiety**

Due to unaware of evaluation and retention decision, the employee's perception will be effected by rumours and speculation. Negative employee behaviour are response to threatening situation. Since this stage is supposed to facilitate change, high levels of uncertainty are clearly counterproductive.

### **c) Unanticipated Turnover**

The power of negative attitude caused by unreliability often lead employee to act on the worst scenario. The most valuable employee tends to be the first one to leave the organisation during post merger.

Example: Flour Corporation acquired St. Joe Mineral in 1981 in deal costing \$2.2 billion due to the performance of the top executive managers. But, within 5 years, 58% of all managers with best performance history leave.

There should be well planned intervention strategy to deal with negative feelings and behaviour so to gain likelihood of a successful post-merger integration.

### **d) HR Intervention**

The manager should create a positive environment for change by forecasting realistic expectations for the future, providing information to determine how the threat of job security can be counteracted to give emotional support to employees.

## **3) The Post Merger Integration**

Changes that are made to capture synergies are implemented in integration stage.

### **a) Procedural Integration**

It is plot to standardise work procedure and improve productivity. Since the both the companies have their own system, procedure and practice, the manager should evaluate, revise and make some change while examining the conflict happening in company to satisfy both the companies employees.

Example: Texas instrument merged with M&C where M&C were forced to run with the sophisticated planning and budgeting system of Texas instrument from which it resulted in a

drop of performance and resistance to change. It took several years for new system to stabilise; even after this the performance level was far from optimal.

The researcher found that the approach where dominant firm attempt to centralise the control function within the acquired firm fails as it arises problems such as higher absenteeism and turnover and the lower productivity when no change is made.

#### b) Physical Integration

It is intended to use the mutually exclusive assets of the two firms as the basis for capturing synergies.

Some assets will become redundant and workforce reduction may take place. The manner in which workforce reduction are undertaken can have a significant impact on the success of organisation in managing survivor.

The manager should terminate their employee ethically as it can be the indicator of treatment of employer to employees in new company.

#### c) Social Integration

It is the most difficult task in merger and acquisition as the organisational culture is the part of employee's identity. The failure to address cultural issue may lead to loss of commitment among employees and that may result in lost opportunities to retain qualified personnel and motivate individuals.

When two company mergers or one company acquire another, the main source of conflict clash of culture that occurs when the dominant firm attempt to subvert the formal and informal organisation of the acquired firm.

### **Objectives of the study**

- i) To create a visible understanding of importance of HR in Merger and Acquisition.
- ii) To know the direct association of merger and acquisition to employee's satisfaction.
- iii) To develop better strategies to deal with challenges of Merges and Acquisitions.
- iv) To realise advantages and disadvantages of Merger and Acquisition.

### **Statement of problems**

While merging and acquisition happens, the main attention is paid to financial, legal and operational elements where the managers neglected the importance of HR department which is the root cause of failure in M&A.

Integration of two companies basically means integrating two HR policies, practices, behavioural and mainly cultural where it may arises conflict if the changes in strategy is not been made.(Exxon-Mobil)

The uncertainty level or job insecurity increase while merger and acquisitions happens where the organisation losses their key employee and managers.

Due to unequal treatment in work area by the dominant company's manager arises anxiety and anger which are pervasive during merger and acquisition.

In process of merger and acquisition the manager lack in performance appraisal which demotivate employees to perform better.

## **METHODOLOGY**

We have collected our data through secondary source which include data acquiring from internet source, websites, journals and research papers to get the information which is needed for our research study.

This study is based on explanatory research which describes about the occurrence of merger and acquisition within an organisation. Explanatory research is a research which primary purpose is to explain why events occurs to build elaborate, and extend the research, it also allows researchers to test specific theories and make amend to previous theories. With the help of analysis and interpretation of the data, it has helped in the formation of findings and conclusion.

## **FINDINGS**

To manage mergers and acquisition success, the HR issues should not be neglected.

The HR professionals must avoid quick changes, avoid large reduction and need to be the voice of the employees or transformational leaders.

Good communication is must while merging and acquiring another company

The company should give more focus on organizational fit.

There should be no discrimination among the people in both of the company.

To retain the key talent, the company should develop reward strategy and benefit programs.

Changes of principle and practices are mandatory to achieve success.

Cultural integration must be managed carefully so as not to hurt feelings of individuals.

## **Recommendations**

We feel there are certain improvement areas done by managers in mergers and acquisition related to mergers and acquisitions.

- a) To understand company's objective or new mission.
- b) To make strategic changes.
- c) There should be sufficient opportunities given for professional advancement.
- d) Everyone should equally get impacted with the changes of management style.
- e) To support, encourage understand the co-workers to implement organizational changes.

### *Major merger and acquisition in India*

Hindalco merger with Novelis

Tech Mahindra merger with Satyam

Tata Steel merger with Corus

Vedanta merger with Asarco

There are lots of mergers happening in banking sector in India since 90s. Some of the recent mergers happened in banking sectors in India are

State Bank of India with State Bank of Mysore (SBM)



State Bank of India with Bhartiya Mahila Bank (BMB)

Kotak Mahindra Bank with ING Vyasa Bank

ICICI Bank with Bank of Rajasthan Ltd

State Bank of India with State Bank of Travancore (SBT)

## CONCLUSION

It is a well-known fact that every company is emerging to be globalise to create molds and integration. Merger and acquisition manager must realize the important role of employee's behaviour in determining the outcomes and the manager must be sensitive when it comes under cultural difference issue. In this investigation, we have tried to show the importance of dealing with these issues to gain success. Moreover, the study of culture and human resource matters need to be done for long period of time. It is important that business and integration strategies should be clear and also the financial expectations must be clear.

The study was not of course intended to provide a definitive solution to Merger and acquisition failure. However, we hoped future researcher will provide more and accurate solution to the problems faced while merging and acquiring companies.

“Profits are not produced by machinery, building or products. It is people that breathe life into these otherwise dormant assets”. (Samuel, 1972).

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00015.4**

## **HEALTHCARE ADVERTISEMENT (PROMOTION) – ETHICAL AND LEGAL ISSUES - APPLICABILITY OF INDIAN LAWS - AN ANALYSIS**

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### **ABSTRACT**

*Advertising is a form of Communication meant to entice and persuade the audience to buy a product / service offered by the communicator. Advertising has become the important way of reaching the consumers. Consumers are faced with numerous advertisements in everyday life either for product/service in print media, electronic / digital media and so on and so forth. This has become a difficult task for the promoters of the product/service as well the consumers who are in need of product/service. In India presently no central statutory agency or uniform legislature to regulate advertising industry; and advertising market is regulated and controlled by a statutory body such as Advertising Standards Council of India (ASCI), and advertising agencies should comply with all local and national advertisement laws that are prevailing in the country, for the time being in force. Healthcare globalization and with the advent of corporate culture in healthcare, advertisement has taken multidimensional change. In addition to journal laws healthcare advertisement attracts other laws also and liable for civil/criminal prosecution, because it relates to Human beings. This review article made an attempt to study the advertising flaws and the remedial measures with respect to Indian Laws in particular in healthcare sector. Suggestions are made with respect to healthcare laws which are now having their loop holes for the healthcare sector people to come over successfully from the clutches of laws and how to plug them and also some other suggestions that make the healthcare sector more responsible in their promotional campaign.*

**KEYWORDS:** Healthcare Advertising, Healthcare Laws, Healthcare Promotion, ASCI Regulations Code, Ethical and Unethical Issues

**HISTORY:**

Advertising is a matter of art and fact. It is a form of Communication meant to entice and persuade the audience to buy a product / service offered by the communicator. Advertising has become the important way of reaching the consumers. Consumers are faced with numerous advertisements in everyday life either for product/service in print media, electronic / digital media and so on and so forth. This has become a difficult task for the promoters of the product/service as well the consumers who are in need of product/service.

India is having a long tradition of advertising and the first news papers were published in 19<sup>th</sup> century. The 1<sup>st</sup> advertising agency which was established in the year 1905 is B. Dattaram and Company and was followed by another company called the India – Advertising Company in 1907 and another company by name Calcutta Advertising Company in 1909 and subsequently S.H. Bensen in 1928 followed by J. Walter Thompson Associates through its Indian Associate Hindustan Thompson Associates in 1929. Lintas (Lever International Advertising Services) was started in 1939 and Mecann Erikson was established in the year 1956. The advertising expenditure in 1950's is around US \$ 3 Lakhs. However, till 1970 the environment for advertising is not conducive because advertising expenditure was not exempted from Tax. First Advertising appeared in Television is in 1976.

With the opening of the economy and Globalization there was a tremendous growth in advertising with the Joint Participation of Multinational Agencies with Indian Expertise. In 1987 Hindustan Thompson was affiliated to J. Walter Thompson. Today it is known as HTA. A study in 1994 revealed that the foreign controlled advertising corporations have dominated upto 80% in the Indian Advertising arena<sup>1</sup>.

**I. INTRODUCTION:**

In India presently no central statutory agency or uniform legislature to regulate advertising industry; and advertising market is regulated and controlled by a statutory body such as Advertising Standards Council of India (ASCI), and advertising agencies should comply with all local and national advertisement laws that are prevailing in the country, for the time being in force.

As already mentioned advertisements have become an integral part of corporate business and there is no company that offers product / service without advertising. Since the beginning of the 19<sup>th</sup> century there is a lot of change in expressing the views, utilities and objectives of any organization to promote their product / service, with the advent of Electronic and Digital Technology. These new technologies that are introduced in the Advertising sphere through websites, mobile phones has reduced the distance between product / service and buyer / utiliser. According to Global Advertising Industry, the global advertising market is forecasted to have a value of 90.4 billion \$ in 2019. However there are many flaws, and problems both ethical and unethical that have cropped up in the field of advertising. Sometimes the advertisers exaggerate about the benefits of product / service offered, making the consumer psychologically under pressure. The ethical issues include exploitation of woman subliminal perception and advertising to children, deceptive advertising, moral deterioration of the society etc., Majority of the people view that advertising may have negative, unintended or intended influence on consumers and buying trends etc., Advertising has a strong potential on changing our social values, our buying behavior and influence our cultural values specifically. If the consumer could not understand the intention of advertisement then the potential effect of advertising may be

reduced. It is the moral duty and obligation of the advertisers to practice the code of ethics to promote their product / service since the advertising has strong impact on the buyer behaviour. Proper and Effective advertising always help the organizations to improve their brand equity and brand image thus increase their share of market.

Effective advertisement is actually the other form of persuasion and liking or disliking attitude of consumers towards a particular product/service. There are number of factors that contribute in advertising to change the consumer/buyer behaviour, like, likability, brand image, persuasiveness, celebrity endorsement, information about the product, utility etc. The important factor in advertisement is, it should tell only the truth and nothing else. The consumer should be aware of the pros and cons of the product / service and the process of advertising should not be deceptive or misleading. However, the majority of Indian Companies in Healthcare and Education Sector are determined to make fool of the consumer and encourage them to choose substandard product / service.<sup>2</sup>

## **II. ADVERTISING:**

Advertising is an integral part of any organization for the promotion of goods/services, and billions of rupees are spent by the organizations, to reach the designated section effectively. Advertising is considered to be major important element for the economic growth of the market and organizations. Advertising is usually a paid form of publicity by the organizations and is reached through different forms such as, Print and Electronic Media and outdoor advertising through flexes in important locations where the product/service is being patronized. In this regard the development of technology and advancements in the Print and Electronic Media has made advertising more pervasive and powerful and its impact on the consumer is more effective.

- a) An advertising agency is a service business dedicated to creating, planning and handling advertising (and some lines of other forms of promotion) for its clients. An advertising agency is independent from the clients and provides an outside point of view to the effort of selling the client's product / service.<sup>1</sup>

## **III. KINDS OF ADVERTISING:**

1. Ethical Advertising
2. Unethical Advertising

### **1. ETHICAL ADVERTISING:**

An advertisement should provide usual and reliable information, advice, insides, resources and inspiration for planning the aspirants for their health checkup, and is called ethical form of advertisement. It is a non personal form of promotion that is delivered through selected media outlets, under most circumstances, required the marketer to pay for messages placement. In addition advertising should bring insides and knowledge about competitors and creation of brand story, relevance and differentiate from their product or service to others.

Marketing of healthcare products and services will fall under variety of laws and regulations and enforcement agencies depending upon the advertisements / advertisers' claims of the product/service which are going to market. Healthcare professionals and pharmaceutical manufacturers and marketers have special advertising rules compared to normal advertising of other products. Healthcare professionals, healthcare providers, Healthcare facilities, Pharmaceutical Companies have to comply with certain laws that restricts physicians get patients

references. The health insurance portability and accountability Act, regulates how healthcare professionals and healthcare providers have to advertise and give information to the public. Like any other advertisements for a product/service healthcare marketing also should meet the truth and nothing else. Healthcare marketing while using social media platforms must comply with HIPAA privacy laws and regulations that protect patient's personal data. Even a success strategy administered to a patient for his/her ailment cannot be disclosed in public without the consent of the patient; else it attracts violation of privacy laws. According to Information Technology Act, sensitive personal data or information of a person (patient) means physical, psychological and Mental Health Conditions, Sexual Orientation, Medical Reports and History and any details relating to the above clauses as provided to body corporate for providing service, any information received for providing service should not be disclosed in the advertisement. Disclosure of sensitive data or personal information, in the advertising material to any third party shall require prior permission from the provider of such information, who has provided such information on the lawful contract or otherwise, if such information is disclosed, the persons who discloses will be liable for punishment (Medical Health Records). Transfer of any personal information regarding Health from one country to other country or from one healthcare center to other should be with the prior permission of the provider.

**Black – Hat Link building:** There are ethical ways to build links and increase mentions of your brand. The most common is to use guest posting opportunity to write high quality content for your target audience that cites one of your brands pieces of original research.

## **2. UNETHICAL ADVERTISING:**

Healthcare Globalization and with the advent of Corporate culture in Healthcare, healthcare advertising has taken a multi dimensional change. In America, advertisements in Healthcare services are regulated by Federal Trade Commission and treated on par with consumer goods. In healthcare advertisement one should take care about informational system, High stakes and Patient vulnerabilities etc., However even in healthcare sector the advertisements and advertising techniques are misleading the patients and compromise fiduciary relationships thereby posing ethical risks to patients, providers, healthcare organizations and society. It is common in corporate hospitals that healthcare professionals are under pressure to carry out unnecessary tests and procedures to meet the revenue targets assigned to them. As an Example, Meera Kay a Journalist in Bangalore, mentioned in her report about imposing financial targets on healthcare professionals by the profit driven healthcare providers (hospitals). Sometimes unnecessary test and surgeries are also carried out to meet the financial targets. Sometimes these activities are become fatal. According to Dr. Gowtham Mistri a Cardiologist in Calcutta, such unethical practices are widely known in healthcare sector, but public disclosure has been lacking. The Doctors are under pressure from management to do such activities and the doctors are subjected to because of their livelihood.

SATHI a voluntary organization based in Pune in its report voices concern of the medical profession. Interviews conducted by the gynecologist by Arun Gardra found that the main aim of the healthcare organizations is to generate revenue and profit for their investments. In this regard healthcare professionals are encouraged to indulge in unethical practice. However, Dr. Devi Shetty of Narayana Health Group argues that financial goals for healthcare professionals are not a common practice but the hospitals do set performance targets to raise efficiency. However it is the responsibility of the Medical Council of India for institutional regulation of Medical Services. However Medical Council of India's inability to collect data on alleged

medical negligence and general failure to bring prosecutions and instill confidence in the public. So what is the dividing line between ethical and unethical advertising in Healthcare Industry and what qualifies unethical in the healthcare advertising, the real gauge is how your consumers react to your advertising and what they believe about your activities.<sup>3</sup>

#### **IV. STATUTES REGULATING ADVERTISING IN INDIA:**

In addition to ASCI code of conduct there are other laws that are applicable to advertising agencies and in particular healthcare sector.

1. The code of commercial advertising on Doordarshan and AIR
2. The Drugs and Magic Remedies Act, 1954
3. The Emblems and Names Act, 1950
4. The indecent representation of woman Act, 1986
5. The Trade Mark Act, 1989
6. The Consumer Protection Act, 1986
7. The Cable Television Network Amendment Act, 2011, and The Cable Television Network Rules, 1994
8. The Drugs and Cosmetic Act, 1940
9. The prize Competitions Act, 1925
10. The Press Council Act, 1978
11. The Indian Medical Council (professional conduct, etiquette and ethics) regulations 2002
12. The food safety and Standards Act, 2006
13. Information Technology Act, 2000 R/w. Ministry of Communication and Information Technology notification in exercise of the powers conferred by (ob) of (ii) of Section 87 and Section 43A.<sup>4</sup>

#### **V. LAWS RELATED AND SPECIFIC TO HEALTHCARE SECTOR:**

1. The Drugs and Cosmetic Act, 1940

This act regulates the import, manufacture, distribution and sale of Drugs and Cosmetic at the National Level and Regulates the approval of New Drugs, clinical trials in the country, laying down the standards for drugs and medical devices, control the quality of imported drugs, testing of drugs, coordination of the activities of the state drug control organizations and providing expert advice with a view of bringing about uniformity in enforcing the act. State Drug Control Organizations regulates licensing, manufacturing sale, testing laboratories, approval of formulations of manufacture, quality for drugs and cosmetic manufacture in the state. They have the right to investigate the prosecute in respect of contravention of legal provisions by anyone in this field.

Under this act the Central Drugs Standard Control Organization (CDSCO) functions and principally responsible for regulating medical devices in India by approving the import manufacture and sale of medical devices that are being largely used in Healthcare and Cosmetic Sector.



Pharmaceuticals: Prescription – only drugs are those medicines that are listed in Schedule X and H of the rules of the act are listed and they should be sold under prescription only. *All the drugs not included in the list of prescription-only-drug are considered to be nonprescription drugs.* This act prohibits advertisements of any drug or cosmetic from using reports of tests or analysis of the central drug laboratory or by a Government Analyst. Also this act makes it compulsory regarding certain advertisements of certain medicines to be made in a prescribed manner only.

Products Related to Sexuality: Advertisements related to Sexuality are allowed with the provision that they should be any indecent representation of woman under the indecent representation of woman Act, 1986. Also these products must comply with the provisions of drugs and cosmetic act 1940 and other certifications rules under the Cable Television Network Rules 1994. In India advertisement pertaining to sexual services is illegal.

## **2. The Transplantation of Human Organs and Tissues Act, 1994**

The transplantation of Human Organs and Tissues Act, 1994 provides for the regulation of removal, storage and Transplantation of Human Organs and Tissues for the Therapeutic purposes and for the Prevention of Commercial Dealings in Human Organs. The Act prohibits advertising in any form of inviting persons to supply or offering to supply any Human Organ not for donation but for payment.

## **3. The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954**

This act prohibits advertisement of Magical Remedies of diseases and disorders. Occult (Psychic) Services: These services are not recognized legally in India and are not permissible under this Act.

## **4. The Pre-natal diagnostic Techniques (Regulation and Prevention of Misuse) Act 1994** This act prohibits advertisements relating to Pre-Natal Determination of Sex.

## **5. Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act 1992**

In this regard advertising in any form is forbidden to encourage natural feeding of Infants through Mother milk, which is more nourishes and nutritious than manmade Infant Milk

## **6. Indian Medical Council (Professional Conduct Etiquette and Ethics) Regulations, 2002**

a. Physicians: This regulation issued under the IMC Act, 1956 Physicians are not allowed to advertise their services in any form of manner or advertising to any mode, as soliciting of patients directly or indirectly, by a physician or group of physicians or institutions or organizations is unethical. The physician referred to as a qualified MBBS or MBBS with a post graduate degree or diploma or with equivalent medical qualification in any discipline. However, the physicians are allowed to advertise,

(i) On starting practice

(ii) On change of type of practice

(iii) On Change of address

(iv) Temporary absence for duty

(v) Resumption of another practice

(vi)Succeeding to another practice

(vii)Public declaration of charges

## 7. The Food Safety and Standards Act, 2002

As per this act, no advertisement relating to food, Standard, quality or grade – composition and no representation the concerning need for or the easefulness of any food can be made which is misleading or deceiving or which contravenes the provision of this act or rules and regulations made thereunder

**Nutritional Claims:** Nutritional Claim by any advertiser for marketing a product (food) should undergo a clean check by the Food Safety Standard Authority of India. This regulatory body prohibits any kind of false nutritional claims made by the companies and prohibits them for broadcasting either in the print or electronic media.

**Healthcare Marketing Laws:** Marketing of healthcare products and services can form a variety of laws, regulations and enforcement agencies depending upon the advertisers claim of the product or service being promoted. Healthcare professional and Drug and Cosmetic Manufacturers have independent advertising rules to follow. Healthcare promoters have to comply with laws that restrict how physicians get patient referrals which can apply to advertising and guard the patient's data carefully. In this regard, the advertiser should be careful enough to protect the privacy laws that are applicable to the patients.

**Healthcare Regulations:** There are number of laws and Rules under the provisions of Government of India, which regulate healthcare profession and promotion. The health insurance portability and accountability act regulates how the healthcare professionals and healthcare facilitators (hospitals) can advertise and use patients information for promotional purpose. The food and drug administration prescribed certain set of rules for prescription of medicines and medical services by healthcare professionals. Any violation the personal or liable for all the costs and consequences arising therefrom. One Example is lasik eye surgery. Few more examples in this category are making health claims like reduced cancer risk or high level of purity, food products that claim to be light , fat free, low sodium and such other health claims.

**Promoting Pharmaceuticals:** For drugs promotion rules require that the advertisement must inform the consumer atleast one approved use of the drug, its generic name and the most important known risks and side effects. However, drug manufacturers need not tell the consumer whether there is the generic version of the drug or there is a similar drug etc.,

**Healthcare Promotion (Advertising):** Like any advertised product or service healthcare promotion must meet all truth in advertising laws including local offences which are generally enforced at the state level. Not only truthful but also fair, means it must include a fair representation of competitors product / service but not mislead customers by omitting such information. Any advertisement should be supported by documentary evidence that backs up their claims and in case of any claim made by the consumer (patient) they must be in a position to show that such documentary evidence based on which the advertisement was given.

**Promotion of healthcare through websites:** Since there are growing number of healthcare travelers to take advantage of low cost and expert treatment in Asian countries, healthcare professionals have started their own web sites to give more information. The web sites of each healthcare provider is different from other but the synopsis is they give full information

regarding healthcare facilities, environment, expertise, cost consideration, patient's rights and obligations and the applicability of the laws to the tourists. In addition since due to advancement of technology websites are making a prominent showcase in giving information regarding healthcare specialties, areas of excellence and qualification of their professionals and to certain extent terms of admission payment modes and discharge arrangements. In addition some healthcare providers have interactive online service to give more information to the needy. These websites are created in all different languages in addition to English. So that the persons who cannot follow English can have the benefit of their languages. Healthcare facility websites are not only source of information but considered to be essential to update the information wherever and whenever is required so that more international patients can be attracted

#### Physicians marketing and social media:

Promotional Marketing by physicians or restrictions to the extent of referrals only. The rules can limit how healthcare facilities and healthcare centers can feature healthcare professionals in their promotional activities. Healthcare agencies that use social media platforms may also need to comply with Hippa Privacy Regulations that protect the patients personal data. Even describing patient conditions in generic, anonymous terms can constitute a privacy violation<sup>5</sup>

### **VI. SOME OF UNETHICAL ADVERTISEMENTS:**

1. Misleading Advertisement: It is a common practice for the organizations while advertising their products / services, exaggerate certain features and downplay other features in order to make their product / service attractive compared to others, and healthcare sector is no exception.
2. Contacting people without consent: Many businesses have used this tactic to contact people who they do not know and even that single contact can irritate people making your uninvited communication do more harm than good for your brand image.
3. Incentive Contraversary: Healthy contraversery can be effective way to get more attention However when you venture into a controversy half hazardi you will probably end up more enemies.
4. Emotional Exploitation: One of the more effective ways to advertise is to care people's emotions.<sup>3</sup>

### **VII. DISADVANTAGES AND LIMITATION OF ADVERTISING:**

Is advertising good / bad? What are the pros and cons of various forms of advertising. From the last decade social media has become a primary source of advertising platform for promotion of product / service. However, even successful advertising has its demerits. Hence it is important to take a look at the repercussions of the product / service marketing and the effect of advertising on targeted audience.

Pros	Cons
Introduce New Product / Service	Creates consumer unfulfilment
To expand the market	Encourages monopolistic control
Increase Market Share	Cost might exceed sales
Fight competition	Disadvantage to small organizations
To educate consumers / patients	Misleads consumers/ patients
Eliminates the middle person	Eliminates the middle person

High quality of product / service	Cost of product / service will increase
Creates employment	Reduces small organizations
Creates Higher standard of living	Manu plates higher spending out of their purchasing power

1. Misleading claims about product/service: Especially in healthcare some advertisers cleverly create misleading impression of their service in healthcare. They present a very rosy picture about the healthcare facility with the object of increasing patient's attraction. In priority, the facilities / procedures are very inferior compared to what they explained in advertising.
2. Encouragement of Monopoly: Advertisement restricts competition among products / services. Corporate Giants in Healthcare service can use advertising to increase their control over the healthcare sector making less advertised healthcare organizations to diminish.
3. High prices of products and services: Advertising in Healthcare sector increases inflow of patients. This increase of patients inflow makes the organization to increase / add more facilities equipment and professionals. However, if they are not meeting the requirements of the patients the advertising will have bad and evil effect.
4. Danger of Distraction: Bill boards, Posters and electronic moving pictures are placed in important junctions in important cities to attract the pedestrians and others moving on the road. These type of glaring neon lights and sign boards with illumination have potential deadly consequences.
5. Unfulfilled Desires: The another disadvantage in advertising in healthcare sector is if the patient does not get the advertised services in the healthcare sector will be disappointed and rather will not hesitate to give bad about the facilities to others (Word of Mouth).
6. Confusion about characteristics of products: As majority of the public are not aware of the clinical, healthcare terminology normally, all the healthcare services will advertise with all the technical parameters that they are going to attend on the patients. For Example, they say cardio vascular surgery, invasive surgery, hip joint replacements, Birmingham technique etc., which may not be understood by a common man and are confused that these healthcare facilities are giving advanced services than others. In fact these terms represent an ailment or disease but not the service.
7. Social Responsibility in Advertising: Though there are advantages and disadvantages of advertising the most important aspect of advertising is that the information communicated to consumers should be transparent and accurate to the extent possible. Otherwise, the companies are failing their social responsibility.<sup>6</sup>

## **VIII LIST OF DECIDED CASES BY INDIAN LAWS AND STATUES WITH RESPECT TO HEALTHCARE SECTOR:**

### **(a) PERSONAL CARE:**

It means the healthcare products / service received by the customer for personal care in which the advertiser mislead the consumer by giving false product efficiency, no substantial proof, no disclaimer clause, 100% guarantee so on so forth. A list of decided cases against some reputed organizations who are main suppliers of personal healthcare products in annexure (*See Annexure - I*)

**(b) HEALTHCARE:**

The CCC (Consumer Complaints Council of the Advertising Standard Council of India) found the following claims of 69 advertisements in health care products or services to be either misleading or false or not adequately / scientifically substantiated and hence violating ASCI's Code. Some of the health care products or services advertisements also contravened provisions of the Drugs & Magic Remedies Act (DMR Act), Drugs and Cosmetics Rules (D&C Rules) and Chapter I.1 and III.4 of the ASCI Code. Complaints against the following advertisements were UPHOLD. (*See Annexure - II*)

- (c) In 2016, ASCI upheld 95 complaints against 125 ads they received. Of this 95, 58 ads from healthcare category. Complaints against brands which were upheld in the healthcare segment for false, misleading and unsubstantiated claims, and hence violated the ASCI's code. (*See Annexure - III* – <https://ascionline.org>)
- (d) In October, 2017 alone ASCI banned 200 ads of which complaints were upheld belonged to healthcare category or 82. Gross exaggeration of product efficiency was the No. 1 reason for upholding complaints, followed by violation of the drugs and Magic Remedies Act, (DMR, Act) and the Drugs and Cosmetic Rules (D & C Rules). In addition the other factors that are attracted are failure to provide substantial facts and figures in support of their claims and providing misleading and ambiguous information.

From various complaints CCC observed that Prominent FMCG Drug Companies are providing inadequate and misleading information while promoting pimple free skin in the their campaign. The CCC found the following 13 advertisements in healthcare products / services to be either misleading or false or not adequately / scientifically substantiated and hence violating ASCI's code. Some of the healthcare products / services also advertised in contravention of provisions of the DMR Act, and D & C Rules, and Chapter – I.1 and III.4 of the ASCI Code. (*See Annexure - IV* - <https://www.moneylife.in/article/asci-bans-200-ads-in-october-2017-healthcare-education-sector-tops-list-of-banned-ads/52614.html>)<sup>7</sup>

- (e) The CCC found claims of three advertisements in healthcare products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of the ASCI Code. Complaints against the following advertisements were upheld. (*See Annexure - V* - <https://bestmediainfo.com/2018/11/asci-processes-complaints-against-295-ads-in-july-2018/>)
- (f) Following advertisements in the healthcare sector were found to be misleading that exploit consumers' lack of knowledge and could lead to widespread disappointment in the minds of consumers. (*See Annexure - VI* - <https://bestmediainfo.com/2020/01/asci-upheld-complaints-against-137-advertisements-in-october-2019/>)

**SUGGESTIONS:**

Presently in India, there is no central statutory agency or uniform legislation which regulates the advertising sector. However the Indian Advertising Market as a whole is regulated and Controlled by a non statutory body called Advertising Standards Council of India (ASCI). In addition every state is having their local laws which are applicable in the particular territory. In the absence of an integrated uniform legislation that is applicable to the entire country the advertisers are escaping themselves from their mistakes in one way or other. Hence, there should be a regulatory statutory body constituted by the Central Government which has its



powers in the entire country in addition some quasi judicial powers to curb misleading and malpractices in advertising.

As mentioned above there are number of state and central laws that attracts misleading and untruthful and unethical advertisements that are punishable. But each law is specific to a particular point or direction it has become difficult for a consumer to identify that particular law for his / her recourse. Hence the Government should make independent laws categorizing the advertising on the basic issues. Globalization and advent of corporate culture in healthcare and growing competition making advertisement in this sector in many cases unethical. Hence the Government of India should look into the aspects of healthcare which are interconnected with international healthcare centers and countries and in particular the flow of international patients to the country there should be a strict enforcement of law in healthcare advertising else, in this competitive world people are taking advantage of unscrupulous ways in advertising to attract international patients. This is not only put the international patient in a disadvantageous position but also countries' name and fame will be at stake.

Use of children in advertising for a comparative purpose there is no restriction that prohibits using of children for advertising purpose. Hence it is necessary to stream line advertising children for particular purposes should be strictly under regulated conditions only. Now a days the child artists are made use of for growth and for slim body, face creams etc., for Example: Complian and Bournvita are using extensively kids for growth and stamina. But there is no valid results to prove their claim. Hence to curb such advertisements there should be strict enforcing law in this regard.

Currently there is no regulations exists specific to direct mail advertising, except compliance with ASI Code and other applicable laws. In addition no registration exists specific to direct mail advertising hence the government should think of and pass a legislation to make email advertising and direct mailing more positive and ethical.

The ASCI is a voluntary self regulatory council as a non – for – profit registered company under section 25 of the companies act and the members are from reputed advertising agencies in India, media companies and other professionals connected with the advertising practice However most advertising companies have self regulation guidelines, standards and policies to which they adhere.

The burden of proof of the complaint primary lies on the person / body corporate who made the complaint. For a single person it is very difficult to prove the complaint because normally the complaints are against big business organizations. Hence the person may or may not in a position to prove the guilt. In most cases the powerful organizations will have a say to winover the situation. Hence here there should be a strict enforcing law so that the party who make the complaint should get the information required by him to prove his complaint on demand through any authorized agency. The government should think over it and pass such regulation like Right to Information Act, pertaining to healthcare sector. Otherwise healthcare sector under the guise of privacy law may avoid to share the information required, which makes it difficult for a person to prove his complaint.

As we are aware the lengthy procedures that are available in the judiciary which can drag on the matter to any extent it is time for the government to think of establishing special courts for this purpose especially in healthcare industry which is presently a foreign exchange earner.



With regards to misleading advertisements there are two ways of advertising one way editorial and technically referred opinion articles in News Papers and direct Advertising. As regard editorial blog content which comes under opinion category and an unpaid article the person can easily escape by saying he was felt that the information is genuine and gives important information to the public. Here advertisers may compromise accuracy or tried to manipulate content to escape from the legal perspective.

There is no specific law in India which deals with online behavioral advertising. However, these only behavioral advertising is regulated by data privacy laws, contract laws, IT Act and other provisions of Sec. 43 A of the IT Act, and the information Technology Act and Rules. Here also it is most complicated to take action against any misleading advertisements in connection with personal material which is prohibited unless otherwise consent is given by the provider. Hence the government should bring out a comprehensive law keeping in mind the IT Act, the Information Technology Act and Contract Act and such other acts that are applicable in this case. If a single act is enacted in this regard it will be more beneficial to the needy.<sup>8</sup>

### CONCLUSION:

A comprehensive a detail study is made by regarding advertisement, advertising agencies and promotional agencies in general and with reference to healthcare sector in particular. Though there are laws that are applicable to advertisements in general it is time for the government to enact specific laws pertaining to healthcare sector. As already mentioned above healthcare is a fast growing sector at the rate of 25 -30% annually and is expected to cross few billions in coming years. The inflow of international patients to seek healthcare in India where our healthcare professionals and facilities are in no way inferior to that of advanced countries, even people from developed and developing nations are seeking healthcare procedures in the country. Hence the time has come for the government to have a perfect legal legislation to attend the problems of the international patients in particular who are guided by the information that is being circulated through advertisement and promotion activities. Hence it is earnestly requested that all the regulatory and non regulatory bodies, healthcare professionals, healthcare facilitators, healthcare insurance companies to send their proposals in this regard to the central government to address the problems.

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7. <https://www.moneylife.in/article/asci-bans-200-ads-in-october-2017-healthcare-education-sector-tops-list-of-banned-ads/52614.html>

**ANNEXURE - I:**

1. Hindustan Unilever Limited (Lever Ayush Soap): The advertisement's claims, "Based on 5000 year old Ayurved scriptures with 15 Ayurvedic herbs – Ayush Haldi soap, Saffron soap and cow's ghee soap" ("5000 saal puraane Ayurvedic granthon pea dharit. 15 Ayurvedic jadi butti yukt – Ayush haldi soap, Kesar soap, aur cow's ghee soap") were inadequately substantiated and are misleading. Also the claims, "matlab sirf hari patiyan dikhane se koi Ayurvedic nahi ban jaata, sahi Ayurvedhai Lever Ayush", and "Dikhawe se bacho. Sahi Ayurved chuno", by implication denigrated the entire class/category of Ayurvedic products. Furthermore, the advertiser did not submit any evidence that the celebrity is in agreement with the claims being made in the advertisement in general. The visual of the celebrity (Akshay Kumar) when seen in conjunction with the claims are likely to mislead consumers regarding the product efficacy and contravened ASCI's Guidelines for Celebrities in Advertising.
2. Reckitt Benckiser (India) Pvt. Ltd. (Veet Wax Strips): The advertisement's claim, "Removes the shortest hair that salon wax cannot", and "Disclaimer: \*Effective at removing even short (1.5mm) hair, basis clinical study performed under dermatological control. Salon wax means sugar wax", were inadequately substantiated with objective measurement / study findings on the comparative efficacy of Veetwax strips and sugar wax. The advertisement is misleading by omission of a disclaimer to qualify that the test is based on opinion survey of salon experts. Furthermore, the advertiser did not submit any evidence that the celebrity is in agreement with the claims being made in the advertisement in general. The visual of the celebrity (Shraddha Kapoor) when seen in conjunction with the claim "removes the shortest of hair that salon wax cannot" is likely to mislead consumers regarding the product efficacy and contravened ASCI's Guidelines for Celebrities in Advertising.
3. Hamdard Laboratories (India) (Safi): The advertisement's claims, "For pimple free skin 21 days formula" and "For pimple free skin", were inadequately substantiated, and are misleading by exaggeration.
4. Brihans Natural Products Ltd. (Green Leaf pure aloe vera skin gel): The advertisement's claim, "India's most trusted brand", was not substantiated with details of the process as to how the selection was done i.e. survey methodology, details of survey data, criteria used for evaluation, questionnaires used, names of other similar institutes that were part of the survey and the outcome of the survey. Furthermore, the award for the advertiser was among "Ayurvedic skincare products" in the year 2016, reference to which was missing in the advertisement. Further the claim, "Unlike any cream and oil based cosmetic products, this Ayurvedic Aloe Gel naturally protects your skin", was not substantiated with comparative data for product efficacy, of the advertiser's product and other competitor products in the same category. Also the claims of effects in "Acne, sunburn, rash, skin eruption and allergies, cuts and wounds" were inadequately substantiated and are misleading.
5. The Himalaya Drug Company (Himalaya Purifying Neem Face Wash): The advertisement's claims, "Enough experiments with soap, creams and homemade pastes. They don't help with your pimple problems", "....gives you pimple-free pure skin", and pack claim, "Prevents pimples", were inadequately substantiated and are misleading by exaggeration.

6. RICHFEEL Health & Beauty Pvt. Ltd.: The advertisement's claim regarding efficacy being depicted via images of before and after the treatment is a misrepresentation of facts, and is misleading by gross exaggeration.
7. CavinKare Pvt. Ltd. (Egg White Chik Shampoo): The advertisement's claim, "Eh damaged baloonko nourish karkehairfallkamkare", was not substantiated and was misleading by exaggeration.
8. Pfizer Ltd. (Anne French All Natural Hair Removal Cream): The advertisement's claim, "Anne French All Natural Apnao" is misleading by ambiguity and exaggeration as the product is a chemical depilatory and it's "all natural" nomenclature / claim in the context of Aloe Vera present is only 1% level in the product. Further for the claim, "2x softer skin" the claim support data was not considered to be acceptable to substantiate a numerical claim regarding softness. The longevity of the effect was not substantiated and the disclaimer in the advertisement was misleading by ambiguity and implication.
9. Dabur India Ltd. (Dabur Laal Tel): The advertisement's claim "Dugnitezi se sharirik vikas", was substantiated, however, this claim was valid for babies upto six months of age. There was a discrepancy in the advertisement as it showed the baby getting up and walking towards the mother and thus indicating the age to be more than six months. The additional data presented by the advertiser is about brand performance measurement and what the current users of the product "believe" regarding the product benefit. However, this data was not considered to be acceptable in absence of any scientific support for age group of six months to two years – similar to the clinical study quoted by the advertiser. The visual in the advertisement of an older baby when read in conjunction with the disclaimer claiming clinical research on babies up to six months of age, was misleading by ambiguity and implication. Also, the legibility of the disclaimers in the advertisement were not in compliance with the ASCI Guidelines for Disclaimers.
10. Amrit 55 – Herbal Lip Therapy for Pink Lips: The advertisement's claims, "Only within seven days, guarantee to make black lips pink like before" and "100% guaranteed solution", were not substantiated with product efficacy data. Also the claim, "First time in India", was not substantiated with any comparative data of the advertiser's product and other competitive products in the same category. The claims are misleading by exaggeration.

## **ANNEXURE – II**

1. Perfect Point: The advertisement's claim, "Lose up to seven centimetres in one session", was not substantiated with supporting clinical evidence, and with treatment efficacy data, and is misleading by exaggeration. Also, the visual in the advertisement implies that a significant weight loss around tummy would be feasible, which is also grossly misleading.
2. Evaa Fertility and Gynaecology Centre: The advertisement's claim, "High Success Rate", was not substantiated with supporting verifiable data, and is misleading by ambiguity.
3. Smart GYM: The advertisement's claim, "Get flat belly in six weeks", was not substantiated with supporting data. Also the claim, "The best weight loss course in India", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in the same category, or with any market survey data to prove this claim. The claims are misleading by exaggeration.

4. Oma Health and Beauty Clinic: The advertisement's claims, "Reduce 40-60 centimetres in just five days", and "Guaranteed weight loss upto five kilograms", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. Also, efficacy being depicted via images of before and after the treatment are misleading.
5. A. M. Reddy Homeopathy: The advertisement's claim, "Migraine, one side pain, severe pain, vomits, these can be cured 100 percent", was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration.
6. Positive Homeopathy: The advertisement's claim, "Migraine, headache, rigorous pain, vomiting everything will be cured 100 percent", was not substantiated with supporting clinical evidence, and is misleading by gross exaggeration.
7. Elements Health Care Solutions (Migrocure Ayurvedic Oil): The advertisement's claim, "No matter how old is the migraine, it will cure it", was inadequately substantiated and the claim as well as the product name 'Migrocure' is misleading by exaggeration.
8. Naturoveda Health World: The advertisement's claims, "Honoured as the safest healthcare destination for treating lakhs of patients successfully", and "India's most trusted and reliable healthcare destination in the field of natural medical sciences", were inadequately substantiated with supporting data. The claims are misleading by exaggeration. Also the claim, "Awarded as "Maharshicharak, hakim Jalinos and Maharshi patanjali samman for combining natural medical system in the most scientific manner", was not considered to be objectionable. However, the advertiser did not mention the source of this data / awarding organization.
9. Jolly Health Care (Jolly Tulsi 51 Drops): The advertisement's claim, "Just five drops in a day, keep diseases and doctors away", "Jolly Tulsi - 51 Drops enhances your immune system", and "Save entire family from every weather, every disease", were not substantiated with evidence of product efficacy, and are misleading by exaggeration.
10. Caram Healthcare India Pvt. Ltd. (Diamedica): The advertisement's claim, "Nation's Most Secured, Most Effective & Most Economical Tablets", was not substantiated with any supporting comparative or market survey data. Also the claims, "Shows full results in 90 days", "Prevent the side effects of diabetes naturally", "Sensation of increasing insulin", "Protection for liver and pancreas", "Protection for kidney problems", "Protection for eye problems", "Heart rejuvenation" and "Resistance from insulin", were not substantiated with clinical evidence of product efficacy. The claims are misleading by exaggeration.
11. Ayurdham Kerala Ayurvedic Panchkarma: The advertisement's claims, "Get Cured by Ayurdham Kerala Ayurvedic Panchkarma", and "Special treatments - Paralysis, Migraine, and Psoriasis", were not substantiated with supporting clinical evidence. The claims are misleading by exaggeration and implication that the advertised conditions would get cured by the treatment.
12. Olivet Pharma Pvt. Ltd. (Ayusya Super speciality Treatment Centre): The advertisement's claim, "To lead a healthy, ailment-free life", was not substantiated with supporting evidence and is misleading by exaggeration.

13. Arogyam Ayurvedic Hospital: The advertisement's claims, "Avoid knee replacement, treatment is possible through Ayurveda", and "Lakhs of people have got riddance from diseases", were not substantiated with supporting clinical evidence and are misleading by exaggeration.
14. Nurture Health Care (Bgainer Capsule): The advertisement's claims, "Increase weight upto 12 kilograms in just three months", and "Best Ayurvedic formula without any side effects", were not substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.
15. Blizz Biosculpting: The advertisement's claim, "Lose upto seven kilograms" was not substantiated with supporting clinical evidence, and with treatment efficacy data, and is misleading by exaggeration.
16. SKS Ayurveda Impex Pvt. Ltd. (SKS Height Plus): The advertisement's claim, "Increase Height with Ayurveda," was considered to be, prima facie, in violation of the DMR Act.
17. Shree Ujjawal Ayurveda (Shree Ujjawal Ayurveda Products): The advertisement's claims, "Increase Sex Time Upto 25-30 Minutes without Interruption," and "Increase Length and Thickness of Organ, Sperm Related Problems, Premature Ejaculation, Nightfall, Organ Laxity, Childhood Mistakes", and the visual in the advertisement read in conjunction with the claims objected to implies that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
18. Rogmukti Ayurvedic Clinic: The advertisement's claim, "100% Guaranteed Ayurvedic Treatment for sex weakness, quick discharge, night fall, infections, less sperm counting, and short bend loose penis", and was considered to be, prima facie, in violation of the DMR Act.
19. Ratan Ayurvedic Sansthan Pvt. Ltd. (Sudol Body Toner Capsules): The advertisement's claims, "I have found so much happiness that I am unable to keep it in my body", "If you are broad minded Sudol will help increase your self-confidence", "Enhances the beauty of women" and the visual in the advertisement read in conjunction with the claims objected to implies that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
20. Positive Homeopathy (Positive Slimming): The advertisement's claim, "Celebrate the freedom from obesity through positive slimming," was considered to be, prima facie, in violation of the DMR Act.
21. Nisargalaya Drugs Pvt. Ltd. (Phyto X-Tra Power): The advertisement's claims "Increase the quantity and quality of the semen", "Increases vitality", "Cures nerves weakness and the sex organs", "Effective on premature ejaculation and on nocturnal emission" and "Rejuvenated female organs and helps in maintaining a perfect hormone balance," along with and the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
22. Nirog Ayurvedic Center: The advertisement's claim, "Get rid of wart haemorrhoids, fistula within 15 days with AFRT medicine made from new Ayurvedic rare herbs," was considered to be, prima facie, in violation of the D&C Rules.



23. Manishree Homeopathic Clinic: The advertisement's claims, "Magic action within 15 Days" and "High blood pressure quick and permanent cure within short period," were considered to be, prima facie, in violation of the DMR Act.
24. Hamdard Laboratories India (Hamdard Wellness): The advertisement's claim, "For natural cure visit Hamdard Center for the following and various problems - Diabetes and Heart Diseases" was considered to be, prima facie, in violation of the DMR Act.
25. Dr. Dassan's Life Care Ayurvedic Herbal Treatment and Research Centre: The advertisement's claims, "Paralysis patients get saved from getting handicap" and "After a seizure his legs, forearm, hands and tongue were not working but through Dr.Dassans treatment for 15 days, he is completely cured" were considered to be, prima facie, in violation of the DMR Act.
26. B C German Homeo Clinic: The advertisement's claim, "Successfully treated diseases like epilepsy, leukoderma (White Spot), arthritis, etc. incurable diseases," was considered to be, prima facie, in violation of the DMR Act.
27. Dr. H.L. Parmar Ayurved & Panchkarm Hospital: The advertisement's claim, "Provides successful treatment through Panchakarma and Ayurveda method to diseases like stone diseases, and diabetes" was considered to be, prima facie, in violation of the DMR Act.
28. Prince Pharma (2 Much Gold Capsules): The advertisement's claims, "My husband's love has never faded, you know why? Because he has 2 Much Gold Capsules that keep the feeling of love intact and does not allow it to reduce", "Problems like weakness due to increasing age" and "For stamina" were considered to be, prima facie, in violation of the DMR Act.
29. SDI Herbo Chem Pvt. Ltd. - Zosh Ayurvedic Oil and Capsules: The advertisement's claims, "Ayurvedic oil and capsule for men" and "Power and stamina for men", along with the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
30. Dindayal Aushadhi Pvt. Ltd. (303 Gold Power Oil): The advertisement's claim, "For men only" and the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
31. Sun Laboratories (P) Ltd. (Titanic-K2 Plus Capsule): The advertisement's claims, "Now twice the strength", "Power capsule for men" and "The first choice of men which gives the pleasure of masculinity for longer duration without any side effects" along with the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.
32. Gaharwar Pharma Products Pvt. Ltd. (P.V Tone Oil and Capsule): The advertisement's claims, "Wonderful formula to increase excitement and strength", "And helps to promote desire" and the advertisement shows visuals of lovebirds implying product meant to enhance sexual pleasure were considered to be, prima facie, in violation of the DMR Act.
33. Men's Health Clinic: The advertisement's claims, "A trusted place for solution of sexual problems of men - Premature Ejaculation & Impotency" and "Discharge of sperm, semen



thinness, weakness due to diabetes, low libido” along with the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for the enhancement of sexual pleasure, were considered to be, prima facie, in violation of the DMR Act.

34. Homeocare International Pvt. Ltd.: The advertisement’s claim, “By genetic constitutional method rectifying the defects caused by infertility which is raised in men and women. Not only giving permanent solution but also laying the path for having second or third child,” was considered to be, prima facie, in violation of the DMR Act.
35. Dr. Atul Mishra German Homoeopathic Agency & Clinic: The advertisement’s claim, “Helps to cure diseases such as venereal diseases, premature ejaculation and spermatorrhea from the roots, etc.” was considered to be, prima facie, in violation of the DMR Act.
36. Diacure Herbal Powder: The advertisement’s claim, “Kidney stone syrup will remove the stone in kidney, 100% cure in 12 hours,” was considered to be, prima facie, in violation of the DMR Act.
37. Soliel International Healthcare Products (BT-36 Body toner capsule and cream): The advertisement’s claim, “For good results, for 60 days daily take 3 capsules and massage with cream twice a day” and the visual in the advertisement read in conjunction with the claims objected to imply that the products are meant for breast enhancement, were considered to be, prima facie, in violation of the DMR Act.
38. Gaharwar Pharma Products Pvt. Ltd. (Gaharwar OTC Products): The advertisement’s claims, “Gain power”, “Improve your libido by using it” and the visual in the advertisement read in conjunction with the claims objected to imply that the products is meant for sexual enhancement, were considered to be, prima facie, in violation of the DMR Act.
39. Rajnish Hot Deals Pvt. Ltd. (PlayWin Plus Capsule): The advertisement’s claims, “Increase vigour, strength, energy and pep”, “Helpful in preventing premature ejaculation” and “For powerful stamina” along with the visual in the advertisement read in conjunction with the claims objected to imply that the product is meant for sexual enhancement, were considered to be, prima facie, in violation of the DMR Act.
40. Rajnish Hot Deals Pvt. Ltd. (PlayWin Plus Capsule): The advertisement’s claims, “Increase vigour, strength, energy and pep”, “Helpful in preventing premature ejaculation” and “For powerful stamina”, along with the visual in the advertisement read in conjunction with the claims objected to imply that the product is meant for sexual enhancement, were considered to be, prima facie, in violation of the DMR Act.
41. Rajnish Hot Deals Pvt. Ltd. (PlayWin Plus Capsule): The advertisement’s claims, “Increase vigour, strength, energy and pep” and “For powerful stamina” along with the visual in the advertisement read in conjunction with the claims objected to imply that the product is meant for sexual enhancement, were considered to be, prima facie, in violation of the DMR Act.
42. Shree Maruti Herbal (Stay-On Power Capsule): The advertisement’s claims, “Helps keep the power and pep in body intact and makes body strong”, “For excitement, vigour and strength” and the visual in the advertisement read in conjunction with the claims objected to imply that the product is meant for enhancement of sexual pleasure. Also the advertisement provides link to website which refers to StayOn Capsules are a miracle of Ayurveda, and while these

are very effective for ensuring sexual wellbeing and letting you get over sexual dysfunctions. These were considered to be, prima facie, in violation of the DMR Act.

43. Shree Maruti Herbal (Stay-On Power Capsule): The advertisement's claims, "The magic of intimacy remains constant", "You will get a feeling of youthfulness, immunity power, pep, excitement, strength and vigour physically and mentally" and the visual in the advertisement and product packaging read in conjunction with the claims objected to imply that the product is meant for the enhancement of sexual pleasure. Also the advertisement provides link to website which refers to Stay-On Capsules are a miracle of Ayurveda, and while these are very effective for ensuring sexual wellbeing and letting you get over sexual dysfunctions. These were considered to be, prima facie, in violation of the DMR Act.
44. Shree Maruti Herbal (Stay-On Power Capsule): The advertisement's claim, "Use of Stay-On will give you a feeling of youthfulness, immunity, power, pep, excitement, strength and vigour both physically and mentally" and the tagline translated as, "My Heart goes crazy for you" along with the visual in the advertisement and product packaging read in conjunction with the claims objected to imply that the product is meant for the enhancement of sexual pleasure. The advertisement provides a link to the website which refers to Stay-On Capsules as a miracle of Ayurveda, and while these are very effective for ensuring sexual wellbeing and letting you get over sexual dysfunctions. This was considered to be, prima facie, in violation of the DMR Act.
45. Shree Maruti Herbal (Stay-On Power Capsule): The advertisement's claims, "Your partner's love will get stronger" and "Use of Stay-On will give you a feeling of youthfulness, immunity, power, pep, excitement, strength and vigour physically and mentally" along with the visual in the advertisement and product packaging read in conjunction with the claims objected to imply that the product is meant for the enhancement of sexual pleasure. The advertisement provides a link to the website which refers to Stay-On Capsules are a miracle of Ayurveda, and while these are very effective for ensuring sexual wellbeing and letting you get over sexual dysfunctions. This was considered to be, prima facie, in violation of the DMR Act.
46. Rajnish Hot Deals Pvt. Ltd. - Kasaav Powder: The advertisement's claims, "Provides youthfulness to women at every moment of life", "Remove problems in women like white discharge, itching, odour and infection" and "Generates awareness of new enthusiasm and confidence and youthfulness in just 15 days" were considered to be, prima facie, in violation of the DMR Act.
47. Gaudium IVF and Gynae Solutions: The advertisement's claim, "The wait for your own child is now over...Come to Gaudium IVF – Transforming hopes into realities," was considered to be, prima facie, in violation of the DMR Act.
48. Stammering Relief Centre: The advertisement's claim, "Cure stammering and stuttering in just two weeks - 100% guarantee" was considered to be, prima facie, in violation of the D&C Rules.
49. Holistic Treatment Centre: The advertisement's claim, "Get freedom from stammering and speak fluently like others" was considered to be, prima facie, in violation of the D&C Rules.

50. V-Care Skin Clinic & Piles Centre: The advertisement's claim, "Get full freedom from piles, fissures and fistula diseases" was considered to be, prima facie, in violation of the D&C Rules.
51. Sarvoday Skin and Hair Clinic: The advertisement's claim, "Successful treatment of diseases like white spots" was considered to be, prima facie, in violation of the D&C Rules and the DMR Act.
52. OPTM HealthCare Private Limited: The advertisement's claims, "Regain your cartilage health and skeleton muscles strength along with flexion without any pain killers, injection and surgical procedures. OPTM scientifically diagnoses the root cause of the problem and treats the cause at cellular and molecular levels", "Get back healthy knees without operation, knee caps and pain killers", and "Hi stronger knees and say bye surgery", were not substantiated with scientific rationale or supporting clinical evidence and are misleading by exaggeration. Also the claim, "Honoured with the most prestigious 'Rose of Paracelsus award'", was not substantiated with copy of the award certificate, details, references of the awards received such as the year, source and category. Hence, the claim is misleading by omission of disclaimer to qualify this claim. Further the claims, "Certified OPTM for 'Best medical practice' in the field of pain treatment" and "Awarded by AYUSH minister for outstanding research done on pain & phytomedicine for the last 30 years", were not substantiated by any reliable data, and the advertisement was misleading by ambiguity and implication.
53. OPTM HealthCare Private Limited: The advertisement's claim, "Get strong knee without surgery", was not substantiated with supporting clinical evidence and is misleading by exaggeration. Also the claim, "Awarded by Ayush ministry", was not substantiated by any reliable data, and the advertisement was misleading by ambiguity and implication.
54. Lida Biotech Pvt. Ltd.: The advertisement's claim, "One pill per day will help reduce weight without diet or exercise", was not substantiated with product composition details, scientific rationale or product efficacy data and is misleading by exaggeration. Also, efficacy being depicted via visuals of before and after the treatment are misleading by gross exaggeration.
55. Dr. Gill Future Health Centre: The advertisement's claim, "There is no need of knee replacement, knee is cured through medicines", was not substantiated with supporting clinical evidence. Also the testimonial claim is misleading by exaggeration and not representative of results that are achievable in reality.
56. Slim & Smile Slimming Centre : The advertisement's claims, "To reduce weight without exercise, medicine, fatigue, pain and no side effect", "To reduce six to 12 kilograms through modern machine and reduce three to six inches figure", and "To give 100% Guarantee", were not substantiated with supporting clinical evidence, and with treatment efficacy data and are misleading by exaggeration. The visuals in the advertisement imply a significant weight loss around tummy would be feasible, which is also grossly misleading.
57. V3 Slim Care: The advertisement's claims, "Reduce ten kilograms within two months", and "No side effects, no medicine, no crash diet and no exercise", were not substantiated with supporting clinical evidence, and with treatment efficacy data, and are misleading by exaggeration. Also, efficacy being depicted via images of before and after the treatment is misleading.

58. Vasan Healthcare Private Limited - Vasan Eye Care Hospital: The advertisement's claim, "India's largest eye care provider", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's hospital and other Eye Care hospitals, or through a third party validation. The claim is misleading by exaggeration.
59. Dr. Bora Super Speciality Homeopathy: The advertisement's claim in Marathi, as translated into English, "Get freedom from Thyroid", was not substantiated with supporting clinical evidence and is misleading by exaggeration.
60. Amrutham Ayurveda Bazaar and Hospital: The advertisement's claims, "Get disease less health", "Joint Pains, Worn bones can be completely cured", "Reduction of sinusitis/allergic arthritis completely", "Migraine can be completely prevented", and "Psoriasis prevention is possible only with ayurveda", were not substantiated with supporting clinical evidence and are misleading by exaggeration.
61. Nurture Health Care (Medora UpcharPaddhati): The advertisement's claim, "Reduces 13 kilograms in just few months", was not substantiated with clinical evidence of product efficacy. Also, the testimonial in the advertorial appears to be misleading by gross exaggeration.
62. Khodiyar Ayurvedic: The advertisement's claims, "Get permanent riddance from cholesterol" and "Protect yourself from heart attack" were not substantiated with supporting clinical evidence and are misleading by exaggeration.
63. Dindayal Industries Limited (303 Capsules): The advertisement's claim, "Due to busy life, men are unable to manage their health well, due to low energy, they are unable to satisfy their partner's expectations", "303 gold powers oil helps remove weakness", was not substantiated with product efficacy data and is misleading by exaggeration. These claims imply that the product is meant for enhancement of sexual pleasure, which is in breach of the law as it violated the DMR Act.
64. Mdj Nutriment Pvt. Ltd. (Cassia Herbal Koffi): The advertisement's claim, "100% organic", was not substantiated with supporting data, and is misleading. Also the claims which state, "Cassia has benefits like anti-diabetic, improves blur vision, control's the blood pressure, cures kidney and intestine problems, nerve tonic, weight loss, cures dandruff and fever, maintain cholesterol level, liver stimulant, blood purifier, helpful during constipation, cough, bronchitis, cardiac disorder and leprosy", were not substantiated with supporting clinical evidence of product efficacy and are misleading by exaggeration.
65. Nuayurveda Clinic: The advertisement's claims, "Live a long and disease free life with panchakarma treatments", "Panchakarma along with powerful ancient Ayurvedic medicines and proper diet balances the Tridoshas. This leads to complete physical, mental and emotional health by treating the root of the disease and not just the symptoms", and "Five conditions that Nuayurveda can manage joint pain, frozen shoulder, arthritis, spondylitis, depression & anxiety, obesity and weight loss, detoxification & rejuvenation, psoriasis and eczema", were not substantiated with scientific rationale or supporting clinical evidence, and are misleading.
66. Sun Pharmaceutical Industries Ltd. (Suncros Soft): The claim on the packaging of Suncros Soft, the words "chemical agent free" are prominently shown on the front of pack but disclaimer "Free from chemical sunscreen agents" are printed on side panel of pack in very

small fonts, which can hardly be noticed. In this connection it is necessary to refer to Clause 4 (III) of ASCI Guidelines for Disclaimers made in supporting, limiting or explaining claims made in advertisements which reads as under "Placement position of disclaimers of a claim on packaging should be in a prominent and visible space and could be ideally on the same panel of the packaging as the claim made." Further the advertisement's claim, "No. 1 choice of dermatologists" for Suncros Soft, was not substantiated and misleading by ambiguity and implication.

67. New Touch Skin Care New (Touch Laser Centre): The advertisement's claim, "FDA approved", was not substantiated with supporting evidence and is misleading by ambiguity and exaggeration.
68. Complaint Against Wockhardt hospitals advertisement upheld by ASCI: The complaint refers to an advertisement put out by wockhardt by Mumbai mirror that said "the best in health meets the best in bariatric surgery – which is not substantiated with any results / certificate." (Money Life Digital Team – 6<sup>th</sup> Nov, 2014)

### **ANNEXURE - III**

1. Mankind Pharma (Heal – O – Kind Nano Fine Gel) for life fitness point
2. Dhanwantari Pharmaceuticals (Swarn Madhu)
3. Sri Maharshi Pharma
4. Dr. Tittu's Center for Sexual and Mental Health (Doctor Titus P Vargis)
5. Amrutanjan Healthcare (Back Pain Roll on)
6. Anmol Tila
7. Magic Wings Center
8. Herbal Daily (Herbal Daily Healthy)
9. SKS Ayurveda Impex (SKS Ayurveda Range of products)
10. Asta Clinic (AJM)
11. Micro Park Wellness (Muslinits Range)
12. Izda healthcare (Six Foot Range of Products)
13. Christian Homeo Hall
14. Cenezoic Remedies (Diaba Dops Liquid)
15. Delhi Clinic (Hair Grow)
16. Dr. Gupta's Skin and Hair Hospital
17. Dr. Sanjeev Cancer and Liver Clinic
18. Naaz Stone Cut
19. Bhagyash Health and Beauty care
20. Height grow range of products
21. Ratan Ayurvedic (Ratan High-top Syrup)

22. Hercules Healthcare (Height Grow Range of Products)
23. Dr. Herring German Homeo Company
24. Sidhji Sevashramam (Fakiri Tilla)
25. Sri Ganesh Nisargopcher Kendra
26. Sahara Herbal Pharmacy
27. Dr. Rajguru Hair care and Research Clinic
28. Sunehah Health cut care (Sunehah Fat Churna)
29. Ragini Hot Deals (Playwin capsules and oils)
30. Nature Healthcare
31. Mathru Chaya Clinic
32. National Healthcare
33. Guduchi the Ayurvedism (Obesity)
34. V-Care Skin and Slimming Clinic
35. SBF Healthcare and Research Center
36. Sundar Dezire Good Life
37. Aboott Healthcare (Pediasure – Vanilla Deligiet)
38. Nature and Science Ayurveda
39. Juvenor Pharmaceuticals (Muslinits Gold)
40. Oplus Heart Center
41. DS Research Center
42. Kundan Kidney Care Center
43. Sri Sai Ayurvedic Hospital
44. Sri Dharmasthala Manjunadheswara Ayurveda and Hospital
45. Stammering Relief Center
46. Dr. Novel Kishore Hospital and Research Center
47. Praveen Surana Deaf Cure Center
48. Maa Homeo Chikista Kendra
49. Naik Homeopathic care and cure clinic
50. Gurudev Multispecialty Center
51. Apurv High Tech
52. Adila Bio Tech
53. SBS Bio Tech Unit – II (More Powerful Capsules)



**ANNEXURE - IV**

1. Merck Pharmaceutical and Chemicals Private Limited (Glucomeck Ayurvedic). The company claims in an advertising in Gujarati has translated into English as follows: “those having difficulty in walking and also run” and “Effective in Joint Pain”. They were not substantiated with the details of the product that is being advertised, clinical evidence regarding the efficiency of the product, on the other hand misleading by exaggeration.
2. Divisa Herbal Care: (Dr. Ortho Oil): this advertisement is also Gujarati and translated into English “so effective that now pain will also bend its knees”, Dr. Ortho ayurvedic oil it is made of 8 excellent ayurvedic oils, which enters the joints and helps in getting relief from the joint pain. “This is because its ayurvedic effect remain for a long time”, unmatched medicine for joint pain”, and Jaweed Aktar – poet, lyricist, script writer says “Dr. Ortho Ayurvedic Oil is not a temporary pain killer, it is an ayurvedic medicine” which is not substantiated with any clinical evidence. Thus misleading by gross exaggeration. The advertisement is also does not mention whether the person has actually used it and expressed the claim.
3. Jeevan Jyoti Pharmacy Private Limited (Health Sun ayurvedic Capsules): The advertisement claims “makes health healthy”, “increases self confidence”, “Ayurvedic capsules”, “increase body weight not fat”, “increases hunger”, increases weight and “health tonic for whole family, were not substantiated with evidence of product efficacy”. They claim ‘sine 25 years” was not substantiated with any evidence or third party validation. Hence the claims are misleading and exaggerative.
4. Mission Health: The advertisements claim is “now to get slim is no more a dream”, “yes it is possible with our 4-D Slimming Clinic”, and “loose 5-7 Kilograms, 10-15 centimeters in just one month”, were not substantiated with any clinical evidence, treatment efficacy data, are misleading by exaggeration.
5. Dr. Avishkar Homeopathy: The advertiser claims “Stroke is curable with homeopathy” – prima facie this advertisement is in violation of DMR Act.
6. Dr. Raghuveer Singh: The advertiser claims “100% cure for asthma” was considered to be prima facie is in violation of the D & C Act,
7. Freshiya Health Centre: This advertisement which is in Gujarati as translated in English claims “loose weight”, “Ayurvedic Method”, and “loose 7 to 10 Kilograms and 5-7 inches from Hipp and Stomach in 28 days”, were not supported or substantiated with any clinical evidence and with any treatment efficacy data are misleading by exaggeration.
8. ZEE Laboratories Limited (Zee Gold Capsules): The advertiser claims “India’s most liked”, was not substantiated with any verifiable or comparative data of the product in relation to other competitive products of the same category. They also claim “Zee Gold Strong is a comprehensive daily health supplement that has balanced combination of Ginseng Power”, remove fatigue and get success and strength and power of life, more stamina, keep stress free, more energy / vigor” and “usual for all ages, are not substantiated with any data”. Hence the claims are misleading by exaggeration. Also the advertisers claims of President Award etc., are not provided with any copy of such awards.
9. SBS Bio – Tech (Accumass): The advertisement claims, “why only accumass? – because it has balanced combination of 18 special ayurvedic herbs” and “names of six types of

ayurvedic herbs indicated with pictures and benefits”, were not substantiated nor any supporting data to show that these ingredients are in the product and they claim that “Ayurvedic Formulations to help gain weight, for all ages”, “100% ayurvedic, increases body weight not fat”, “gain weight according to your body capability to absorb extra Calories from Accumass results may vary,” “do not get upset if you extremely thin, accumass ayurvedic granules and capsules are very useful in gaining weight and increasing self confidence”, “ it is a certified ayurvedic medicine ” and “increase weight develop confidence were not substantiated with any data or misleading by exaggeration”.

10. Lifespan Wellness Private Limited (Lifespan Diabetes Clinic): The advertiser claims from insulin to no insulin – the life story of Palas Panja” was not substantiated with any supporting clinical evidence. This claim of cure for diabetes is misleading by gross exaggeration and exploits consumers who are having no knowledge. The advertisement that “from insulin to no insulin implies complete cure of diabetes with the treatment of lifespan clinic tablets, is a breach of law because it violated the DMR Act, and D & C Act.”
11. Soliel International Healthcare Products (BT-36 body toner capsules and cream): According to advertisement “it is an ayurvedic medicine which includes body toner capsule and cream which helps in beautiful thoughts and abundance self confidence with no side effects” with three capsules every day and twice a day massage with cream for sixty days, along with a disclaimer stating, “advertisement is an information for RMP and results may vary, and also the product name and visual in the advertisement read in conjunction with the claims in the advertisement imply that the product is meant for breast enhancement for all considered to be prima facie in violation of DMR Act.”

#### **ANNEXURE - V**

1. Bhargava Phyto Lab Pvt Ltd: The advertisement’s claim, “Clinically Proven for acute and chronic Cervical Spondylitis and Cervical Spondylosis” was misleading by ambiguity and omission of the use of the product as an adjunct therapy. The claim, “Doctor’s Most Trusted Brand for Cervical Spondylitis” was not substantiated and is misleading by exaggeration and implication. Furthermore, the claim, “India’s No. 1 Selling Brand for Neck and Shoulder Pain” was not substantiated with verifiable comparative market share data (by volume / value) of the advertiser’s product and other similar brands in the same category. The claim is misleading by ambiguity and exaggeration.
2. Medlife International Private Limited (Medlife Copper Bottle): The advertisement’s claims, “With ayurvedic benefits”, “Helps in maintaining cardiovascular health and regulates the working of thyroid glands” and “Has anti- inflammatory and antimicrobial properties which relieve aches caused due to inflamed joints and kill germs” were not substantiated with direct references from classical ayurvedic texts or with evidence for the claimed benefits of the product. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.
3. Altos Enterprises Ltd. (Oregel Diab): The advertisement’s claim, (in Bengali), “Hridajantreria thik kare puro sharire nabojouban, jibonshakti ebong dirghayoo pradan kare”, as translated in English , “Correcting heart function provides early youthfulness, vitality and longevity to the whole body” was not substantiated with any technical data, scientific rationale specific to the product formula or clinical evidence of product efficacy. The claim is

misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

#### **ANNEXURE - VI**

1. Aanjan Path Labs & Allergy Testing Center: The print advertisement's claim "Psoriasis, Stomach Ache, Diarrhoea, Sore Throat, Cough - The only option for allergy treatment is diagnosis" was misleading. The advertiser incorrectly mentioned all the above ailments to be of allergen nature whereas Psoriasis is an immune system disorder, allergy as a cause of abdominal pain and diarrhoea is very limited as only a minority of patients are affected by this (6 – 8% in children below 3 years & 3% of adults) and such pain and diarrhoea are mostly due to infections. Further, sore throat and cough are also due to other reasons such as infections in majority of the cases. The claim "The only option for allergy treatment is diagnosis" was not considered to be valid.
2. Sangam Ayurveda (1 Shot Dandruff Killer): The advertisement's claim on the product packaging "1 Shot Dandruff Killer" which was also the name of the product and had the corresponding symbol encircled "TM", was not substantiated. The advertiser did not provide any product specific information such as copy of Product approval license and Product composition details, nor any scientific or technical rationale for the product claim, or copy of the application applied with trade mark registry. In absence of evidence of registered trademark, the product name is a claim which needs to be substantiated with robust anti dandruff efficacy data.
3. Ayushveda Innovations Private Limited (Vindab Herbal Tea): The website advertisement's claims "Herbal Tea for Diabetes Management", "Better management of glucose levels, reducing insulin resistance", "Preventing diabetic complications", "Better blood pressure management" and "Reduction in stomach ulcers (if any) and reduction in fat" were not substantiated with scientific rationale and / or evidence of product efficacy.

The following two advertisements were considered to be, prima facie, in violation of The Drugs & Magic Remedies Act/ The Drugs & Cosmetics Rules, and are being referred to the Ministry of AYUSH:

No	Brand/Product	Claim/s
1	Orison Pharma International (Kaminijosh Capsules)	Enough vigour and vitality is required for better intercourse
2	Vinner's Healthcare (Clear Heart Plus)	Get rid of Heart Blockage and cholesterol through natural components.



Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00016.6**

## **PATHOGENS OF INTESTINAL CYSTS OF SHEEP, THEIR EPIZOOTOLOGY, DIAGNOSIS AND PROFILACTICS**

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### **ABSTRACT**

*The article provides information on literature and personal research on the causes and effects of intestinal cestodosis in sheep in Uzbekistan, their occurrence in all seasons and animals of different ages, their current epizootological status, the methods for their differentiation and prevention. However, this is not the case in lambs, which may be thought to be due to the fact that cement damage begins later than in adult sheep. In the control sheep, the separation of the cement joints was observed during the experiment. In sheep and lambs of this control group, further deworming was performed. In the case of worm infections, the gastrointestinal cestodosis of sheep is most prevalent in terms of its prevalence, economic damage, and low levels of study. Given the widespread use of worms in animals and the emergence of various diseases in farm animals and poultry, their study will undoubtedly provide an opportunity to address not only veterinary but also broader socio-economic issues. This is also partly due to the immediate release of potted flowers or other green plants to domestic animals in wet weather. Intermediate hosts of cestodes - oribatid mites are common in all climatic and geographical regions of Uzbekistan - irrigated plains, foothills and desert-pasture biocenoses. After the skeleton, the cervical portion begins and is of different length in the cestodes of different systematic groups: the neck is very short (2.5-3 mm to 5-10 mm) in the parasites of the generation of monies and the neck is longer (30-40 cm). and the Avitellina lineage is longer and longer.*

**KEYWORDS:** Moniesis, Kneasia, Avitellina, Scolex, Joints, Oncosphere, Capsule, Cocoon, Eggs, Anthelmintic, Albendazole, Ivermectin, Praziquantel.

## **INTRODUCTION**

### **THE RELEVANCE OF THE TOPIC.**

Various infections and invasive diseases are hindered by the development and improvement of animal husbandry, and helminthes play a major role in the loss of many animals, loss of productivity, young animals lagging behind growth and development, and the loss of many sheep. There is a decline in the ability to fight diseases, that is, resistance to meat, and a 10-30% decrease in meat production. In the case of worm infections, the gastrointestinal cestodosis of sheep is most prevalent in terms of its prevalence, economic damage, and low levels of study. Given the widespread use of worms in animals and the emergence of various diseases in farm animals and poultry, their study will undoubtedly provide an opportunity to address not only veterinary but also broader socio-economic issues. The research on the effectiveness and ways to improve deworming activities has always attracted the attention of researchers.

The above data will now identify the intestinal cestodes, parasitic adaptation of each ruminant, their important diagnostic features, including accurate diagnosis of moniosis, kneeziosis, avocellinosis, the epizootological features of each cestodosis and the efficacy of the drugs used against them. requires learning.

The purpose of the study. Improvement of methods of diagnostics and management of intestinal cestodosis pathogens among sheep in different biocenoses of Uzbekistan, distribution of epizootological status of diseases caused by them.

Object and subject of research. The object of the study is sheep stored in various biocenoses, parasitic cestodes in their small intestine - monies, lizards, avitellina, their eggs, capsules.

The subject of the research is the study of parasitic cestodes in sheep, their morphological features and diagnostic features. To study the distribution and distribution of sheep with intestinal cestodes, to improve the methods of laboratory and field diagnostics, to study the efficacy of some drugs against intestinal cestodosis.

### **RESEARCH METHODS**

Studies have been conducted on helminthologous rupture of small intestine of sheep of different ages, collection of cestodes in them, examination of dung samples by helmintoscopy and helminthosovoscopy, study of anatomo-morphology of collected cestodes collection, testes against various autoimmune agents.

### **RESULTS OF THE STUDY**

Intestinal cestodosis of sheep occurs in all CIS countries and most foreign countries. They cause great economic damage to young animals, especially the small horns, and when the invasiveness of the parasites is high, they are more likely to die. The prevalence of intestinal cestodosis - monieziosis, kneeziosis, autoellinosis and their pathogens among animals in small and small horns in Uzbekistan has not been studied since 1975. According to faunistic studies, two species of moniezia mutants were introduced in 1974 - *Moniezia expanza* and *M. benedeni*, a species of kneeziosis - *Thysaniezia giardi*, a species of avitellinosis - *Avitellina centripunstata*, and a third species of monies - *M.autumnalia*. [1; 2; 6; 7; 9; 11]. By 1994, these three types of mutation were known to cause mutations in the sheep [10]. In recent years, some faunistic data from some researchers have reported that only 2 moniesiosis pathogens from 5 previously known intestinal cytogenic pathogens have been reported in 6 provinces, with no cases of kneeziosis and



avitellinosis [5]. Our study has shown that sheep are more common not only moniesiosis but also kneeziosis and avitellinosis, which results in mortality. All this required a thorough study of the disease among sheep. Accordingly, we aim to identify the types of pathogens in these gut diseases, and their diagnostic features, and to improve their treatment mechanisms.

In the world science, it is noted that 12 species of moniesiosis pathogens and 13 species of avitellinosis are found in all ruminants, including those in the wild. However, in Uzbekistan, there are still 3 species of monkeys, 1 species of avianellin, 1 species of knee-breeding and 1 species of stylisy in sheep, goats and cattle. These include *Moniezia expansa*, *Moniezia benedeni*, *Moniezia autumnalia*, *Thysaniezia giardi*, *Avitellina centripunctata*. In addition to monies, rheumatoids, avitellins, *Stilesia globipunctata* species was also found in sheep from intestinal cestodes in 1944-1948. Studies on the study of these intestinal cestodes have not been widely described in terms of their anatomo-morphological features, ie their differentiation methods.

In recent years, Russian scientists have only recognized *M. benedeni* from the intestinal cestodes of cattle, while *M. Espanza* is considered a non-adaptive cestod for sheep parasites [3; 8]. In some other European countries, both species are thought to be cemented. Researchers in Uzbekistan have long been regarded as having 4 species of cestodes in large and small horned animals (*M. Sppanza*, *M. Benedeni*, *T.Gardi*, *A.centripunctata*).

Intestinal cestodosis or anoplotsefaiosis include a number of diseases. They are Plathelminthes Schneider, Cestoda Rudolphi of 1873 type, Eucesto Soutwell of class 1808, 1930 subclass, Cyclophyllidea Beneden in Brown, 1900 series, Anoplocephalata Skjabin, 1933 cohort, Anoplocephalidae 1902, *Thysaniezia* Skrubabin, 1926, *Avitellina* Gough, 1911, *Stilesia* Raillet, 1983 Generation excitement. Cestodosis pathogens belonging to these systemic groups are parasitic in small intestines of small and large horned animals, camels and wild unicorn mammals. The causative agents of intestinal cestodosis are ribbon-shaped, their length is from several cm to several meters. The body of each species consists of three parts: a scolex (head), a neck, and a joint. Scolexes have 4 unarmed teats. The teats attach to the gut walls of the masters and serve to hold the whole body in it. Scoles can come in various shapes and sizes. After the scolex, the cervical portion begins and is of different length in the cestodes of different systematic groups: the neck is very short (2.5-3 mm to 5-10 mm) in the parasites of the generation of monies and the neck is longer (30-40 cm). and the *Avitellina* lineage is longer and longer.

Recent research on the species composition of sheep moniozoic mutants on the territory of Uzbekistan among them is common among the moniozoic pathogens *M.Expansa* and *M. Benedeni*, their occurrence in all geographical regions of Uzbekistan, in spring, autumn and winter, young sheep from monieziosis; it has even been shown that mortality among goats is very high and that it is important to study the disease.

Our research in 2012-2019 has revealed that there are other types of *Moniezia* breeds in sheep and goats in the Samarkand, Kashkadarya, Jizzakh, Navoi, Tashkent, and Bukhara provinces besides *M.expansa* and *M. Beneden*. It was noted that these species differ morphologically from the known and common *M. sheep* and *M. benedeni* in sheep throughout the MHD and have a slightly shorter and more unusual shape.

It is well known that *M.expansa* and *M. Benedeni* are short-necked from the other intestinal cestodes - *Thysaniezia giardi* (*Moniez*, 1879), *Avitellina centripunctata* (*Rivolta*, 1874). The



difference between the Their joints gradually grow to a uniform width, reaching 14-18 mm in *M.expansa* and 22-26 mm in *M. Benedeni*. According to our studies, the initial joints in the stroke of *T.giardii* after the long neck are not noticeable, but then grow to the width of the joints, the joints are 8-9 in width and sometimes not more than 10 mm, the last joints are made with paruterine organs, capsules and several cocoons. small oncospheric eggs without apparatus develop. In one type of avocellina we have encountered, the first joints are not noticeable, then the joints grow in width, and before they reach adulthood they shrink in width and height. These joints, which form the last parts of the strobe, are almost square and form a chain. In these joints, as in the knee joint, the paruterin organs are formed, and the cocoons contain eggs with no defective apparatus. In another species, the end joints are so thin that they can be seen under a microscope. The body of *A.centripunctata*, which we believe is present in the science, is 1.0x1.0 mm thin, with the last joints and height [4].

The incidence of intestinal cestodosis occurs in pasture conditions. This is also partly due to the immediate release of potted flowers or other green plants to domestic animals in wet weather. Intermediate hosts of cestodes - oribatid mites are common in all climatic and geographical regions of Uzbekistan - irrigated plains, foothills and desert-pasture biocenoses. Accordingly, these diseases covered all areas of animal care. They are also found among sheep permanently or temporarily stored on private subsidiary and dehkan farms.

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Monkeys were diagnosed with 39.0% lambs under one year, 30.0% at two years old and 19% in adult sheep. In adult sheep, Moniezia species are mainly found in the species of Moniezia.

Infection of lambs under the age of one year with avitellinosis inhibitors was 32.5%, two-year-old 31.8%, and adults 22.7%. The incidence of tizanasias was 30.5% for one year old lambs, 13.5% for two-year-olds, and 13.6% for adults.

In this district, 39.3% of all the 211 instances of intestinal cestodes studied were mononies, 40.7% carvings, and 20.0% knee replacement.

It was also revealed that moniesiosis, kneeziosis, avocellinosis were spread on Palandara farm in Kitab district of Kashkadarya region, where there were new sources of avitellinosis pathogens. New species of avitellins are frequently found in lambs of 7-9 months.

Thus, it was noted that sheep and goats from all provinces surveyed met with intestinal cestodes in a way that is clean and mixed.

The fact that such interesting scientific data have been studied for over half a century in small and large horned animals suggests a profound study of new and emerging diseases. Our research shows that avocellinosis pathogens are now the dominant in many regions, some of which are new species, and the emergence of morphologically distinct species of *M. carpinta* and *M. benedeni* is new scientific and practical for veterinary helminthology and practice. can be considered as data.

In the diagnosis of intestinal cestodosis during the animal's life, clinical signs and the joints of pathogens, which are excreted in the environment by animal dung, and monomeric eggs in their uterus. Helmintoscopy tests determine the types of pathogens that may be involved in the width of the joints of cestodes found in dung samples, the size and shape of their eggs. The width of the joints of *M. expansa* varies from 6-8 mm to 14-18 mm, when they are crushed under glassware and under microscope many triangular eggs are encountered. If the animal is infected with *M. benedeni*, the width of its joints is not less than 20-24 mm, the eggs are four and five-pointed and have a larger size. If the investigated animal is suffering from kneeziosis or avitellinosis, they have capsules (cocoons) that enclose a small number of eggs, not eggs. If the joints are about 7-9 mm wide, they belong to the knee, if they are 1.0x1.0, 3.0x1.2, 3.0x1.5 mm and 5.0x3.0 mm, they belong to the avitellinosis pathogens.

At the diagnosis of bowel counts, the samples of dung from the rectum of animals are examined by the Fulleborn method. In addition, the dung samples can be checked in consecutive washing. In the first of these, the eggs of the cement are floated on the surface of the saturated salt solution, and in the second, they are submerged under a clear liquid made of water. Diagnostic dehiscence facilitates diagnosis.

Many anthelmintic agents have been tried and recommended for the treatment of intestinal cestodosis in sheep. Various drugs are currently being used in Uzbekistan for the treatment of moniesiosis and other intestinal cestodosis. These include alben, albendazole (2.5 and 10%), albazen (2.5 and 10%), brontel plus (50 mg clozantel and 50 mg praziquantel), bentel-900

(albendazole, prazikvantel), alben praz. (1 ml contains 50 mg albendazole and 50 mg prazikvantel), iver-praz (1 mg contains 2mg ivermectin and 50mg prazikvantel), monezole (2mg ivermectin and 40mg prazikvantel) and others.

We have conducted a number of studies on the treatment, prevention and improvement of intestinal cestodosis in sheep. In particular, for the first time in a group of sheep farm "Djodoyor Chavondo" of Nurabad district, albenase praz suspension (50 mg albendazole and 50 praziquantel) was given 2 ml per 12 kg live weight of each animal. . This drug was developed in China. Group 2 sheep and goats infected with these cystodoses were given a Ukrainian-made povatriol pill (55 mg triclabendazole, 40 mg praziquantel and 110 mg albendazole) per 1 kg animal weight 18 kg. The results obtained after one day showed that both drugs were effective. The whole body of all cestodes fell with scoliosis and necks, the preparations had no adverse effects on the sheep. After more than 3 weeks, 10 lambs from each group were given, and sheep 10 and older were given albendazole suspension and brovatriol pills to further clarify the efficacy of these drugs. No body parts or joints were found in the dung of sheep stored in a clean place (24 h after observation).

In our experiments for the diagnosis of intestinal cestodosis in sheep and testing anthelmintic drugs in April-May, 2019, lambs aged 2–3 months and lambs older than one year were selected and grouped into 4 groups. In the 1st group, Iprazen suspension of 15 lambs and 20 kg of live weight of sheep (made in India), Group 2 Monezole suspension per 15 kg of live weight of lambs and sheep per 10 kg (Made in Uzbekistan) , 15 lambs and lambs of the 3rd group were administered orally in the amount prescribed in the guidelines. Group 4 lambs and sheep (5 heads) were not given medication and they were kept under control. Every hour (10 hours) after deworming, there was a separation of the joints of cestodes with dung specimens of sheep, and during the experiments, sheep and dung samples were more common in the dung samples of the Iprazen and Monezol preparations. However, this is not the case in lambs, which may be thought to be due to the fact that cement damage begins later than in adult sheep. In the control sheep, the separation of the cement joints was observed during the experiment. In sheep and lambs of this control group, further deworming was performed.

High antidepressants used in intestinal cestodosis in sheep have been shown to have high antioxidant effects of Irazrazen and Mononezol preservatives.

In order to prevent intestinal cestodosis of sheep, it is required to protect them from pasture contamination in pasture conditions, and to invade intermediate hosts - oribatid mites with oncospheric eggs of parasites. The first measure is based on preimaginal deworming or treatment of sheep in unhealthy farms starting in winter. For this purpose, the above mentioned drugs should be used. These measures will prevent the damage of oribatid mites on pastures and increase invasion.

Treatment and prophylactic deworming is carried out for the first time in the winter, twice in the pasture conditions, with the removal of cementodes from young sheep, taking into account year-round monitoring of the disease and its intensification in spring and autumn. In this case dehydrated animals are kept in sheep for two days, and manure from them is immediately biodegradable.

During droughts and hotter months, the intestinal corticosteroids are severely reduced.

Treatment or prophylactic dehydration should also be repeated in August-September and November-December (according to animal injury rates).

Conclusion. Recent research suggests that intestinal cestodosis in sheep increases with increasing range of pathogens. The biodiversity between these intestinal cestodes requires careful study of all ruminants.

Our studies examined important diagnostic features of mutations in the gastrointestinal tract of sheep, their composition, distribution, methods of diagnosis, and the efficacy of the drugs used against them. Today, veterinary practice requires differentiating intestinal cestodes, naming them correctly, and making accurate diagnoses.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00017.8**

## **PREVENTION AND CONTROL OF AIR POLLUTION: LEGISLATIVE AND ADMINISTRATIVE FRAME WORK IN INDIA**

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### **ABSTRACT**

*Air pollution has become a matter of serious concern in many parts of the world. India is no exception and facing critical air pollution problems, particularly in its urban areas. The problems as well as solutions are complex due to presence of variety of sources and pollutants. Realizing the gravity of the problems, the Government of India has formulated an exhaustive frame work for prevention and control of air pollution. The present paper focuses the strategies along with statutory regulations, administrative structure and various steps, initiated/taken by various Government Agencies for protection of environment in India. The paper also deals with some of the pollution control programmes, being implemented for reduction in the level of air pollution. The Ministry of Environment & Forests and Central Pollution Control Board at national level and Department of Environment & State Pollution Control Boards at State level have been established, which work in collaboration for protection of environment. The mandates and administrative controls of these agencies are well defined and a strong linkage does exist among Central & State Government agencies. With regard to the strategies evolved for prevention & control of air pollution, the approach involves (i) tackling of the pollutants; (ii) controlling the pollution at source; and (iii) tackling of the polluted areas. For implementing the above strategies, a number of legislation has been enacted. Besides this, various pollution prevention & control programmes are being implemented. The efforts made by Government Agencies with public participation have started paying dividends in terms of checking the air pollution levels.*

**KEYWORDS:** *Implementing, Disturbances, Prevention, Initiated/Taken*



## INTRODUCTION

There is very little we can do about natural disturbances, we can definitely restrict our interventions with the natural processes so that there are no known harmful impacts of our activities to our living and to the atmosphere. We should, therefore, limit the discharges of air pollutants to the atmosphere only to an extent, which would have minimal adverse impacts on the air environment. This is the basic philosophy of the air pollution prevention and control and should be the key-point while planning any pollution control strategies. The strategies should focus the extents to which the development can be sustained by the local environment and also to decide on appropriate technologies, designs and pollution control or amelioration measures.

The air pollution is now considered as a serious threat to the quality of our life and possibly to its very existence. There has been, therefore, increasing pressures for the necessity of having proper strategy for pollution control and its implementation. The Government of India has been fully conscious about this as also evident from the various existing pollution control programmes under implementation.

## Legislative Framework

India is the first country, which has provided a provision for environmental protection in its constitution. The constitution casts a duty on the State for taking steps for protection and improvement of the environment and also makes obligatory on every citizen of India to protect and improve the natural environment. The specific laws for the control of environmental pollution at national level was taken in the year 1974, when the Water (Prevention & Control of pollution) Act was enacted as a follow-up action of the United Nations Conference held in Stockholm in 1972. Since then, the environmental law in India have come through along way. As on today, there are more than 200 enactments which are linked to health, pollution and environment. However, there are following seven legislations, which specifically deal with environmental pollution control:

- i. The Water (Prevention & Control of Pollution) Act, 1974;
- ii. The Water (Prevention & Control of Pollution) Cess Act, 1977;
- iii. The Air (Prevention & Control of Pollution) Act, 1981;
- iv. The Environment (Protection) Act, 1986;
- v. The Motor Vehicles Act, 1988;
- vi. The Public Liability Insurance Act, 1991; and
- vii. The National Environmental Tribunal Act, 1995

In addition to the above legislations, the Government has formulated several rules, established many agencies and developed an administrative mechanism for implementation of these Acts.

## Administrative Framework for Environmental Protection

The administrative structure in India has a Central Government at the federal level and State Governments at the State or provincial levels. The mandates and the administrative controls at Central and State levels on various subjects have been well defined in the constitution of India.



There are strong linkages between the Central and State Governments for smooth functioning of the Governments and implementation of various laws & Acts. With regard to the environmental pollution control, the linkage between Central and State Governments are complementary.

The Ministry of Environment & Forests (MoEF) is the nodal agency, in the administrative structure of the Central Government, for planning, promotion and co-ordination of environmental & forestry programmes. Various tasks for protection of environment are being fulfilled through environmental impact assessment; eco-regeneration; assistance to organisations implementing programmes on environmental protection; promotion of research, training & education; international co-operation; dissemination of environmental information; and creation of environmental awareness among all the sectors of the country's population. The departments of environment, at State levels, have similar functions in respective States.

The Central Pollution Control Board (CPCB) was created in the year 1974 at the federal level under the provisions of the Water (Prevention & Control of Pollution) Act, 1974. Subsequently, the CPCB was entrusted with the implementation of various provisions of the Air (Prevention & Control of Pollution) Act, 1981 and Environment (Protection) Act, 1986. The CPCB, which is an autonomous agency and fully funded by MoEF, is the nodal agency at the Central level for pollution control planning & execution and formulating ambient environment & source-specific emission as well as effluent discharge standards at the national level. The mandates of CPCB include (i) advise the Central Government on pollution control matters; (ii) collect, collate & disseminate information on pollution and measures for prevention & control of pollution; (iii) formulate ambient and source-specific standards; (iv) co-ordinate activities of State Pollution Control Boards; (v) sponsor investigations and research; (vi) organise training and awareness programmes; and (vii) plan and cause to be executed a Nation-wide programme for pollution control.

The State Pollution Control Boards (SPCBs) were created at the State level with primary responsibility of issuing of consent or permit for operating an industry subject to certain evaluation and emission limits. Besides this, SPCBs also perform functions at State level similar to what CPCB does at National level.

### **Approaches to Pollution Control**

There are three different approaches: (i) tackling of the pollutants; (ii) controlling the pollution at source; and (iii) tackling of the polluted areas. A combination of these approaches is an effective way to protect the environment.

### **Tackling of the pollutants**

This is aimed to minimise the quantity of the pollutants itself. The waste minimisation techniques include process modifications, use of clean/ low waste technologies, conservation of energy & natural resources, recycling of wastes, recovery of valuable products out of wastes, etc. The reduction of lead content in motor spirit, reduction of sulphur content in diesel, coal beneficiation, use of cleaner fuel in the industrial processes, etc. are typical examples of the direct control of the pollutants. This approach is well reflected in the policies & programmes of Government of India, particularly on environmental auditing and promotion of cleaner technologies.

**Environmental auditing**

The Government of India has made environmental auditing mandatory and the industries are required to submit environmental statements every year starting from 1992-93. Besides, a regulatory requirement, the industrial concerns should feel that they have a responsibility for abatement of pollution and should use this tool as a self-regulatory mechanism. This not only assists in regulatory compliance with laws & regulations but also helps in evaluating performance of process and pollution control systems and serve as an eye-opener for waste minimisation. This would result in reduction in losses and pollution load and, in turn, potential cost-savings. An annual statement, constantly, helps in identifying and focussing attention on the areas of concern, practices, that need to be changed and plans to deal with the adverse effects.

***Cleaner production technologies***

Small-scale industries are a special feature of Indian economy. However, at times, it becomes difficult for the small-scale industries to afford the costs towards pollution control. As such, it is essential for the industrial sectors to explore the possibilities of adopting better & cleaner process technologies giving no/low pollution. Government provides financial assistance and technical support for identification and demonstration of such technologies. The development and adoption of cleaner technologies including environment-friendly biotechnology are also promoted.

***Tackling the pollutants generated from vehicles***

Vehicular emissions, which is a cause of major concern in urban areas, is a deadly cocktail of poisonous gases and particulate, which affect the human beings, vegetation and buildings. Realising the gravity of the problem, CPCB has paid special attention towards the curtailment of emission coming out of the vehicular exhaust. The strategy, for tackling the pollutants emitted from automobiles, involves reduction of pollutants at two stages viz. (i) pre-combustion stage, where the quality of fuel can be upgraded; and (ii) combustion stage, where engine modifications are required.

***Improvement in fuel quality***

In order to improve the fuel quality, based on the recommendations of CPCB, specifications for motor gas oil and diesel have been notified under the Environment (Protection) Act, 1986. These specifications came into effect from April 1996.

Further, on the recommendation of CPCB, the Ministry of Environment & forests notified the specifications for 2T oil, which became effective from April 01, 1999. The specifications required use of low smoke 2T oil, which is one of the causes of pollution from 2 stroke engines. The excessive use of 2T oil in petrol used for two-stroke engines leads to emission of excessive smoke, particularly fine particulate matter from exhaust which are harmful to human health and environment. In order to prevent excessive use of 2T oil, pre-mixed 2T oil dispensers have been installed in all the petrol filling stations of Delhi and sale of loose 2T oil has been banned from December 1998.

***Modifications in engine design***

During 1990-91, for the first time, mass emission norms for vehicles at manufacturing stage have been notified. The manufacturers, for meeting these norms, did not require any major

modifications. The emission norms along with fuel quality specifications laid down in 1996, required modifications in the engine design particularly in regard to crankcase emissions and evaporative emissions control. From April 1995, new passenger cars were allowed to register only if these were fitted with catalytic converters. Emission norms for such cars were tightened by 50 percent as compared to 1996 norms. The testing method for passenger cars' norms was changed to cold start from hot start from April 1998, which is a stricter procedure than the previous one. The norms for the year, 2000 notified in August 1997 under the Motor Vehicle Rules, require major modifications in the engine design specially in regard to fuel injection system in passenger cars and fitting of catalytic converter in two-stroke engines. These standards are akin to EURO-I norms adopted in the European countries in 1992. With the recent directions of the Hon'ble Supreme Court of India, passenger cars (both petrol and diesel) are required to meet at least EURO-I norms from June 1999 and from April 2000 only such vehicles meeting EURO-II norms are being registered in the National Capital Region.

### ***Use of cleaner fuel***

The Government of India has also taken up use of CNG, an eco-friendly fuel, for use of petrol driven vehicles and an action plan is being prepared for conversion of all the three wheelers plying in Delhi to use CNG or other alternate cleaner fuels. In Delhi, most of the Government vehicles have already been converted to CNG dual fuel mode. In addition, replacement of a part of existing fleet of city busses with new busses having dedicated CNG engines has already been initiated and about 10,000 CNG-driven buses are expected to operate in Delhi by March 2001.

### ***Clean coal initiatives***

Among the fossil fuels, coal has acquired the dubious distinction of being the dirtiest one. Such an attribute is on account of environmental damage and pollution problems caused during mining, processing, end use and wastes of coal. Besides other problems, emissions of fly ash during combustion of coal and huge quantities of ash generated from boilers of coal-based power plants and industrial houses are of major concern. The problems are attributed, mainly, to the poor quality of coal and use of such coal in power sectors. Due to drift origin of Indian coal, inorganic impurities are intimately mixed in the coal matrix, resulting in difficult beneficiation characteristics. Though the sulphur content in Indian coal is generally less than 0.6%, the ash content is very high. The consumption of coal during 1996-97 was about 290 million tonnes, which is expected to increase to 416 million tonnes during 2001-2002.. Over 200 million tonnes of coal reach the consumers with ash content averaging 40%.

About 70% of total coal production is used in the power generation sector and 70% of the total installed capacity of power generation in the country is from coal based thermal power plants. Only 20% of total coal, transported to the power plants, are of superior grade with ash content of 24% or less and remaining 80% are of inferior grade with ash ranging from 24 to 45%. Increased dependence of power sector on the inferior quality of coal has resulted into higher emissions of particulate matter and generation fly ash. The fly ash poses land as well as air pollution. On the recommendation of a committee, the Government of India has promulgated a Gazette Notification on use of beneficiated/blended coal containing ash not more than 34% with effect from June 2001 in the power plants located beyond 1000 kms. From pithead and located in critically polluted areas, urban areas and ecologically sensitive

areas. The power plants using FBC (CFBC, PFBC & AFBC) and IGCC combustion technologies are exempted to use beneficiated coal irrespective of their location.

### ***Fly ash utilization***

In order to tackle generated fly ash, the Government of India has made a modest beginning for its utilization. The Cement Corporation of India is already utilising about 100 million tonnes per day of fly ash for manufacturing cement. Further, the Government has also finalized standards for bricks made from fly ash. This is the major policy of the Government to enhance the use of fly ash in building materials, road construction, etc. in coming years.

### **Controlling the pollution at source**

After tackling the pollutants for minimising their generation, the next strategic approach is to control the pollution at source. It is always better to control the pollution at source before it goes into the environment. Under this strategy, many schemes & programmes including fixing of emission standards, action plan for controlling the pollution from highly polluting industrial sectors, etc. have been formulated and implemented.

### **Formulation of emission standards**

The Central Pollution Control Board develops industry-specific standards for discharge of pollutants including emissions. Generally, two main aspects are taken into consideration for development of standards. One relates to the adverse effects on human health & environment and other to the achievability of limits of pollutants by incorporation of appropriate pollution control measures. The latter approach aims at the use of best available and economically feasible technology. The economics of the available technology assures that the cost of pollution control measures will remain within the affordability of the industrial units. The standards developed on these principles are techno-economic standards and are uniform throughout the country. An advantage of the technology-based approach is that within a specific group of industries the extent of pollution control measures are alike. In addition, these standards serve to preserve the environmental quality in non-polluted areas without modifications. These standards, of course, do not relate to the pollution potential or assimilative capacity of the local environment but development of standards based on local environmental conditions is not a practicable proposition for a country like India. However, in order to provide safe guard to the local environment, the local enforcing authorities (SPCBs) are required to lower the limit values of pollutants as per case to case evaluation of the local environmental conditions. On such exercise, these standards serve both as specific for industry and location.

The Central Pollution Control Board, with the help of expert consultant(s), prepares industry-specific comprehensive documents on environmental management. These documents are prepared on the basis of thorough literature review; studies on process technologies, pollution potential, options for waste minimisation & reuse/ recycle, pollution control technologies; and in-depth monitoring & assessment of pollution levels in selective industries and, accordingly, a set of standards is proposed. The proposed set of standards is presented before Peer & Core Committee, which constitutes members from concerned industries, industrial associations and experts on the subject. This is discussed by the committee with regard to its impact on environment, techno-economic feasibility, timeframe required for the implementation, etc. The standards are again reviewed by a committee of experts at MoEF

and then notified. As such, the emission standards for a specific category industry are fixed with detailed deliberations & careful considerations, supported by scientific studies. The emission standards for about 60 industrial sectors have been notified so far.

In addition, the Government has made it mandatory to fit catalytic converters in passenger cars from April 01, 1995 in four metros and notified the emission standards for such vehicles. Similarly, emission standards for exhaust from in-use vehicles are also prescribed. As yet another step to tackle the pollution at source, 15-year old commercial vehicles, which are grossly fuel inefficient & high polluters, are being phased out since December 31, 1998 in the capital city of Delhi.

### ***Action plan for highly polluting industrial sectors***

With the aim of intensifying pollution control programmes in highly polluting industrial sectors, an action plan was formulated in the year 1991. CPCB & MoEF identified 17 highly polluting industrial sectors and a total of 1551 large industries belonging to these sectors for priority actions. CPCB, in association with SPCBs, rigorously followed up implementation of pollution control programmes in these industries and results have been quite encouraging. Out of 1551 industries, in the year 1991, only about 150 had the requisite pollution control systems but now in a period of 9 years time the number of industries having requisite pollution control systems has increased to 1320. While only 67 have yet to comply with the regulatory requirements, 164 units are closed either due to penal action or due to some other reasons.

### ***Tackling of the polluted areas***

The third strategy involves continuous monitoring of air quality in various parts of the country, taking steps for improving air quality in critically polluted areas/hot spots and preventing other areas from getting polluted using environmentally sound developmental planning.

### ***Monitoring air quality***

CPCB, as an integral part of the air pollution control programme, initiated a nationwide network of National Ambient Air Quality Monitoring in the year 1984 with seven monitoring stations. Since then the number of monitoring stations have increased, steadily, over the period and now 290 stations covering 92 cities/ towns are in operation. The programme is being carried out with the help of SPCBs and some other agencies. The three criteria pollutants viz. sulphur dioxide (SO<sub>2</sub>), oxides of nitrogen (NO<sub>x</sub>) and suspended particulate matter (SPM) are being monitored regularly at all the monitoring locations. Besides this, in 10 metro-cities of the country, additional parameters such as respirable particulate matter (RPM), respirable lead & other toxic trace metals, hydrogen sulphide (H<sub>2</sub>S), ammonia (NH<sub>3</sub>) and polycyclic aromatic hydrocarbons (PAHs) are also being monitored. The monitoring of pollutants is carried out for 24 hours' averaging period (4-hourly sampling for gaseous pollutants & 8-hourly sampling for SPM) with a frequency of twice a week.

The data, so generated, are scrutinized, statistically analyzed to get the information on air quality in various parts of the country. CPCB also laid down standards for ambient air quality with regard to various pollutants in respect of industrial, residential and sensitive areas. These standards provide the basis for protecting the public health, vegetation, animals and national heritage (monuments) from the adverse effects of air pollution with in



adequately in safety. This helps in continuous evaluation of air quality and deciding & taking appropriate actions for controlling the air pollution.

### ***Action plan for critically polluted areas***

The air pollution control in critically polluted areas is an integrated approach towards environmental management through control at source. This involves concerted efforts in identified polluted areas as hotspots through the various agencies concerned. This approach was initiated by CPCB in early 1989 with the identification of 10 critically polluted areas in the country. Subsequently, the number of such areas was increased to 24. These areas have been extensively surveyed; the extent of pollution assessed and sources contributing to the problem are identified. Subsequently, action plans, clearly indicating the actions and the concerned agencies required to take these actions along with time-targets, have been formulated. These action plans are being implemented and rigorously followed up. Besides this, new industrial units in the problem areas are required to comply with location-specific standards for stringent environmental quality objectives.

### ***Zoning atlas for siting of industries***

For a developing country like India, it can never be a question of choosing between environment and development - the nation stands to lose if one were to be chosen at the cost of the other. The interests of the nation lie only with the development in a manner that it should not adversely affect environmental quality in either short or long term. This is, particularly, important in case of industrial development, which causes environmental problems if not done properly. Much of the problems of pollution and costs thereof can be avoided by preventing indiscriminate siting of industrial units. An important pre-requisite for judicious siting of industries is to consider the environmental profiles of the proposed sites. In order to delineate the areas suitable for siting of industries of different categories based on the existing environmental features, a project for preparation of district-wise Zoning Atlas has been taken up by CPCB in collaboration with SPCBs and the German Technical cooperation (GTZ). Under the programme, which was initiated in 1994, zoning atlases have been prepared for about 60 districts and it is proposed to cover the entire country at the earliest. This would, surely, prevent the deterioration of environmental quality caused by unplanned and haphazard siting of industries.

## **CONCLUSION**

In view of the above mentioned legislative and administrative framework for formulating the strategies and implementation of various programmes for prevention & control of air pollution has, definitely, been paying dividends in terms of either improvement in air quality or at least preventing further deterioration. However, there is still a long way to go and the goal to have a cleaner environment can be achieved through continuous dedicated efforts of the pollution control agencies, commitment of the polluters and participation of public at large.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00018.X**

## **GENETIC CHARACTERISTIC OF SHEEP CYP THE DIFFERENT KONSTITUTIONALNYKH OF TYPES**

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### **ABSTRACT**

*The article describes the theoretical foundations and effective methods of breeding and breeding Karakul sheep of the Bukhara breed, taking into account constitutional types in the conditions of the Kyzylkum desert, contributing to the improvement of existing, the creation of new factory types and highly productive lines capable of providing a large yield of export-oriented products and well adapted to the harsh conditions of year-round grazing animals, with a pronounced severity and sufficient uniformity of the skin.*

**KEYWORDS:** Karakul Sheep, Karakul Skin, Heritability (He), Constitutional Type, Correlation Coefficient, Selection Effect (R), Selection Differential (S).

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### **INTRODUCTION**

Among the karakul skins, the skins of the coloring of sur are of special value and demand, characterized by different pigmentation along the length of the hairs-usually dark at the base and light at their tip, which makes the karakul of sur get a beautiful multi-color. This determines its high cost and consumer demand.

Karakul sheep of the Bukhara breed sur are the most common and are considered one of the high-quality breed groups. And the Karakul skins of this color are in great demand In the domestic and foreign markets. From this point of view. The implementation of comprehensive research in order to develop more effective breeding methods, based on the establishment of parents of inheritance and correlation of individual productive and biological characters, more efficient use of the potential of these animals, aimed at improving the quality and expanding the range of Karakul produced, is an urgent problem.

## **METHODOLOGY**

The experimental part of the work was carried out in the shirkat karakul breeding plant named after Abay of the Kemimek fog the Navoi region. Purebred Karakul sheep coloring sur and lambs of different ages. For the experimental part of the study, over 3 years, 9.7 thousand animals were used. Of these, over different years, 1806 queens and 12 rams of improvers were included in the repeated selection and selection according to the constitution, the effectiveness of linear breeding was examined on 3,012 queens and 16 rams, producers, 2,200 queens and 1900 lambs, the inheritance of the size of lambs and their relationship with productivity were studied on three thousand animals. During the study, 2900 lambs were prorogated, more than 1100 karakul pelts were sorted, the feeding properties were evaluated with stationary feeding of 30 sheep.

## **OBJECT AND METHODS**

The methodology of the work included the study of the constitutional differentiation of animals at birth, in the process of growth and in adulthood, the effectiveness of selection according to the constitution and size of animals, the creation of lines and the efficiency of breeding along lines.

Digital material from the experimental part of the study was processed by methods of variation statistics (according to N.P.Plokhinsky, 1969).

## **RESEARCH RESULTS**

### **Heritability such as the constitution**

By the genetic nature the constitution belongs to polygenic caused signs and is defined by all genome organism. Continuous variability between animals on it arrange body it is caused also by that considerable influence on its phenotypic manifestation is rendered by external not hereditary factors.

We studied inheritance of constitutional types at astrakhan sheep of severe coloring (tab.1). On sheep the severe color maximum quantity of an issue of the strong constitution receive from homogeneous selection of parents of the strong constitution (80,3 %) However homogeneous selection of animals with the gentle constitution gave a similar issue only 52,8 %, and from the same selection of sheep of GRU fight of the constitution 48,7 % of lambs of the rough constitution are received.

Different types of the constitution are inherited on a miscellaneous. High inheritance of strong type is obviously caused by long selection of animals on such type and rather high consolidation of herds of astrakhan sheep on this type. The essential role thus, certainly was played by the natural selection which is constantly operating at cultivation of sheep of this breed in extreme conditions of deserts.

**TABLE 1 INHERITANCE OF CONSTITUTIONAL TYPES AT THE DIFFERENT SELECTION OPTIONS**

Types of the constitution of parental pairs		It is received an issue	including on constitution types					
Rams	Uterus	Goal.	the strong		the gentle		the rough	
			heads	%	heads	%	heads	%
The strong	the strong	248	199	80,3 ± 2,5	31	12,5 ± 2,1	18	7,2 ± 1,6
	the gentle	138	110	72,5 ± 3,8	29	21,0 ± 3,5	9	6,5 ± 2,1
	the rough	121	81	67,0 ± 4,3	7	5,8 ± 2,1	33	27,2 ± 3,9
The rough	the strong	83	57	68,2 ± 5,1	4	4,9 ± 2,4	22	26,5 ± 4,8
	the gentle	76	55	72,4 ± 5,1	8	10,5 ± 3,5	13	17,1 ± 4,3
	the rough	81	39	48,7 ± 5,5	-	-	42	51,3 ± 5,6
The gentle	the strong	91	62	68,1 ± 4,9	26	28,6 ± 4,7	3	3,3 ± 1,9
	the gentle	89	47	52,8 ± 5,3	42	47,2 ± 5,3	-	-
	the rough	79	59	74,7 ± 4,9	7	8,9 ± 3,2	13	16,4 ± 4,2

The high percent of lambs of the strong constitution is received as from diverse selection of rams of the strong constitution with a uterus gentle also the rough constitution (72,5 and 67,0 %), and also from selection of rams of the rough constitution with a uterus strong and gentle constitution (68,6 and 72,4 %). Rather high exit of an issue of the strong constitution is observed and from pairing of rams gentle constitution with a uterus of the strong and rough constitution (68,1 and 74,7 %).

It is necessary to pay attention and to such fact that at pairing of rams of different types of constitutions with a uterus of gentle type minithemalny exit of lambs of parent type is received from rams of the tough person (10,5 %).

On posterity of 12 rams the factor of heritability such as the constitution by a method of the dispersive analysis (K.E.Merkuryev, 1970) was calculated. It made 0,343 that testify to sufficient efficiency of selection of sheep on this property.

In selection and breeding practice the selector faces phenotypic communications between signs. They grow out of interaction of a genetic factor of the organism causing a ratio between signs, and par atypical, changing their formation.

Signs, in the development are in an interconnection as the organism is the whole and the one operated system, and change of one of them leads to a variation of others.

The astrakhan curl at lambs is formed during the prenatal period and the large number of signs participates in its education. Only for the objective description of a curl it is necessary to consider more than 20 signs of a skin scalp of a newborn lamb, among which quality of curls and property of a hair and skin. In this regard to increase of efficiency of selection on the basis of studying of correlation of the signs, allowing reducing number of signs at selection is very important.

**TABLE 2 HERITABILITY ( $H^2$ ) SELECTION SIGNS AT THE LAMBS RECEIVED FROM A UTERUS OF DIFFERENT TYPES OF THE CONSTITUTION**

No.	Selection signs	Types of the constitution of a uterus		
		the gentle	the strong	the rough
1	Curl type	0,38	0,49 <sup>x</sup>	0,31
2	Length of a curl	0,41 <sup>x</sup>	0,57 <sup>x)</sup>	0,37
3	Length of a hair	0,39	0,43 <sup>x</sup>	0,29
4	Curl density	0,43 <sup>x</sup>	0,65 <sup>x)</sup>	0,34
5	Size (width) of a curl	0,36	0,53 <sup>x)</sup>	0,42 <sup>x</sup>
6	Drawing of an arrangement of a curl	0,51 <sup>x</sup>	0,62 <sup>x)</sup>	0,44 <sup>x</sup>
7	Silkiness of a hair	0,54 <sup>x</sup>	0,58 <sup>x)</sup>	0,41 <sup>x</sup>
8	Shine of a hair	0,43 <sup>x</sup>	0,45 <sup>x</sup>	0,40 <sup>x</sup>
9	Expressiveness of coloring	0,49 <sup>x</sup>	0,53 <sup>x</sup>	0,36
10	Coloring equation	0,45 <sup>x</sup>	0,49 <sup>x</sup>	0,40 <sup>x</sup>
11	Manifestation of coloring	0,38	0,41 <sup>x</sup>	0,35
12	Degree of a lightness of a tip of hair	0,38	0,49 <sup>x</sup>	0,29

x) -  $<P0,001$ ; x -  $<P0,05$

The obtained data shows (the table 2) higher hereditary consolidation of animals of strong constitutional type in comparison with animals of gentle and rough types. They on all considered signs transfer to descendants the qualities more steadily. Thus they in all cases appeared statistically authentic ( $<P0,001$  and  $0,05$ ). Transfer the qualities to descendant's animals of gentle and rough constitutional types rather more poorly.

### CORRELATION OF SELECTED SIGNS

Important indicator in increase of efficiency of selection and breeding work is the genetic parameter correlation. In scientific literature there is an opinion - «relative firmness of organic forms in the deepest bases is based not on firmness of a genotype, and upon complexity of systems of correlation» (I.I.Shmalgauzen, 1940).

Therefore depending on genotypes of animals, the directions of selection, selection of pairs at animal various herds, groups, types between one and those signs are observed different indicators of correlation.

The accounting of correlations in a astrakhan sheep breeding is actual that at an assessment of lambs many (about 30) quantitative and qualitative signs are considered. It is known that the more signs are considered at selection, the efficiency of selection is lower, and reduction of these signs for effective selection is possible only by studying of interrelations.

The received huge material shows existence of certain correlation communications between important selected signs of mothers and the descendants received from them.

So, the curl (astrakhan) type of mothers depending on type of a constitution influences manifestation at descendants of curl type within 0,27-0,44; lengths of a curl 0,31-0,48; lengths of a hair-0,41-0,51; density of curls-0,32-0,53; width of a curl-0,3-0,62; drawing of an arrangement of curls-0,35-0,47; expressiveness of coloring cyp-0,34-0,39 and coloring equation sur-0,3-0,45 unit shares.

The length of a curl has stronger correlation factor with density ( $r=0,53$ ,  $<P0,001$ ), drawing of the located curls ( $r=0,55-0,63$ ,  $<P0,001$ ).

Existence with curl type (0,44-0,51), density and drawing of an arrangement of curls and curl type indicates enough high factors of correlation of length of a hair success of selection on this sign for improvement of the called correlated signs.

Such important signs of curls as density, the width and arrangement drawing judging by the established factors of correlations can represent itself as indicators for improvement of other important selected signs, as length of a curl and a hair, expressiveness and a coloring equation sur.

It should be noted that in most cases it is possible to observe that sheep of strong constitutional type are more consolidated on important selection signs and they make stronger impact on formation and manifestation of signs at descendants, than sheep of gentle and rough types of the constitution.

### Effect of selection

During researches on studying of manifestation of important selected signs at the lambs received from a uterus of different types of the constitution, indicators of their heritability, determination of selection differentials (shift in manifestation of signs) us is carried out to this or that party the analysis of level of effect of selection of sheep of strong type of the constitution in relation to animals of gentle and rough types. The obtained data are generalized in the table 3.

**TABLE 3 EFFECT OF SELECTION (R) SHEEP OF THE STRONG CONSTITUTION**

Payment order No.	Sign	Relation	The selection differential (S)	Heritability sign ( $h^2$ )	Effect of selection (R)
1	Curl type	the strong-gentle the strong-rough	12,42 14,77	0,49 0,49	6,08 7,24
2	Length of a curl	the strong-gentle the strong-rough	13,0 16,0	0,57 0,57	7,41 9,12
3	Length of a hair	the strong-gentle the strong-rough	0,03 2,27	0,43 0,43	0,013 0,97
4	Curl density	the strong-gentle the strong-rough	5,0 8,9	0,65 0,65	3,25 5,79
5	Width of a curl	the strong-gentle the strong-rough	9,26 7,5	0,53 0,53	4,9 3,98
6	Curl drawing	the strong-gentle the strong-rough	4,1 11,0	0,62 0,62	2,54 6,82



7	Silkiness of a hair	the strong-gentle the strong-rough	1,6 2,6	0,58 0,58	0,93 1,51
8	Shine of a hair	the strong-gentle the strong-rough	14,8 31,7	0,45 0,45	6,66 14,27
9	Expressiveness of coloring	the strong-gentle the strong-rough	3,7 10,5	0,53 0,53	1,96 5,57
10	Coloring equation	the strong-gentle the strong-rough	5,6 11,0	0,49 0,49	2,74 5,39
11	Coloring	the strong-gentle the strong-rough	3,9 6,7	0,41 0,41	1,60 2,75
12	Degree of a lightening of a tip of hair	the strong-gentle the strong-rough	2,2 4,5	0,49 0,49	1,08 2,2

The analysis of the received material shows a sufficient superiority of sheep of strong type. They surpassed in curl type of animals of gentle and strong types respectively for 12,42 both 14,77 percent and effect of selection makes 6,08 and 7,24 percent.

These indicators (R) between compared groups makes on length of a curl of-7,41 and 9,12 (mm), to length of a hair 0,013 and 0,97 mm, density of a curl-3,25 and 5,79 %, width of a curl of-4,9 and 3,98 %, silkiness of a hair of-0,93 and 1,51 %, shine of a scalp-6,66 and 14,27 %, expressivenesses of coloring sur-1,96 and 5,57 %, coloring equation sur-2,74 and 5,39 %, to manifestation of valuable coloring-1,60 both 2,75 % and to an optimum lightening of tips of hair of-1,08 and 2,2 % that is the basis of gradual genetic improvement of populations of sheep.

Summarizing results of the researches which have been carried out in the direction of studying of genetic features of astrakhan sheep of different constitutional types it is possible to ascertain that they have essential distinctions on transfer of signs to posterity, interrelations of selection indicators. Sheep of strong type of the constitution that it is necessary to consider in selection work are thus steadier and are hereditarily consolidated.

## CONCLUSION:

1. Summarizing the results of studies conducted in the direction of studying the genetic characteristics of Karakul sheep of different constitutional types, it can be started that they have significant differences in the strength of the transmission of traits to offspring, the interrelations of breeding indicators. More over, sheep of a strong constitution type are more stable and hereditarily consolidated, which should be taken into account in breeding work.
2. The type of constitution in sheep of Karakul sur is closely related to economically useful traits of animals and its neglect in the breeding process leads to degradation of the breed. The selection of Karakul sheep with a strong constitution type not only enhances the viability of animals, but also leads to an increase in productive qualities. To achieve this goal, it is necessary to conduct careful selection and selection according to the types of constitution in combination with the smack features and make more effective use of constitutionally strong ram-producers.
3. Based on the foregoing, it can be stated that the constitutional types of adult Karakul sheep established in practice of karakul breeding differ in morphological and physiological characteristics and exhibit different productivity. The constitutional differences of the

Karakul sheep are hereditarily determined. This is the result of the individual development of animals and therefore necessitates the selection of Karakul sheep according to continuity. The selection according to the constitution should not exclude the selection according to the quality of the karakul. Just as the selection according to the quality of the karakul should not exclude the selection according to the constitution.

4. The selection and selection only by the quality of the karakul not only does not ensure the improvement of the breed, but also leads to such undesirable phenomena as the pampering of the constitution, to the grinding of animals in the herd the manifestation of exterior and constitutional deficiencies and in general to a decrease in productivity. Only an integrated approach in the direction of breeding can provide further improvement of the Karakul sheep breed.

The results of the studies and observations allow us to conclude that the planned and rational production of Karakul breeding products is possible only under the condition of normal reproduction of the herd, the presence of developed and strong animals, well adapted to the conditions of their breeding environment.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER:10.5958/2278-4853.2020.00019.1**

## **SOME DOCUMENTS RELATED TO THE HISTORY OF MINING IN CENTRAL ASIA (XVI-XX CENTURIES)**

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### **ABSTRACT**

*The article is dedicated to study of the information about mountain deal documentary source. It is considered useful fossilized in Bukhara Khanate, Khiva Khanate, Kokand Khanate, also questions is studied about tax of the site mine, provision miner, finding mine, mining and development useful fossilized, documents allowing on right trading the jewels. There were several types of written documents-monuments of Central Asia, in the 19th century the following types of mass legal and legal acts were widely used - decree, nishan, letter, decision, muboraknam, inoyatnam, marhamatnam, word, putta, certificate of permission. **The purpose and objectives of the study:** Studying the history of mining in the Bukhara, Khiva and Kokand khanates, which historically existed in Uzbekistan, and the study of legal procedures related to metal mining. **Thus,** In the document of 1896 after the attack of tsarist (royal) Russia, mentioning the decree of February 24, 1896 "On the gold industry in the Bukhara Khanate" of the Governor-General of Turkestan, according to its 5-6 points, it was noted that 30 rubles were paid to the emir's treasury instead of 2 years of evidence of the proper Bukhara emir in the empty lands to conduct gold prospecting and report the results to the Bukhara ruler. Evidence of this content was given to certain individuals for prospecting for gold in Darvez, Kulyab, Baljuvansky, Kurganepinsky beks. Documents of the Khiva and Kokand khanates show that the miners were supported and sponsored by the ruler of the state. In Bukhara gold was gainsaid of ore. History site gold was found in coast of the rivers as the Amu Darya, Sir Darya, Zarafshan, Chirchik, Yarkent, Xotan. Mining trade took place with foreign countries. At the end of XIX ages in region of in Dorvoz, Kulyab, Balzhuvan, Kurgantepa of Bukhara Khanate took place to*

*research useful fossilized and precious metals. **Research Methods:** The article uses the methods of historical objectivity, statistical and content analysis and synthesis.*

**KEYWORDS:** Central Asia, Mine, Auriferous Gravel, Gold, Silver, Gold Field, Ore Mining, Mineral Resource, Certificate, Oil, Lead, Copper, Document, Geological Research Of The Useful Fossilized.

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## INTRODUCTION

Since ancient times, the historical territory of Uzbekistan has been particularly distinguished by an important strategic place, a country rich in large natural resources. The countries of Central Asia are a territory rich in natural resources such as non-ferrous and rare metals, gold, silver, oil, coal, precious mines, semiprecious stones.

In the Middle Ages the states of Central Asia such as the khanates of Bukhara, Khiva and Kokand, various information is found in documents on paid taxes, mines, and the social status of miners. In the sources, which are considered spiritual heritage and related to the history of our country, it was determined that the mines of precious metals were given in the form of suyurgol (a gift given to the son of the Shah, prominent scholars of the Muslim clergy and Sayyids). In particular, Zayniddin Vosifiy, who was in the palace of the Tashkent ruler Navruz Ahmad, was instructed by the khan in 1540 to write a deed of gift. It noted that Sayyid Shamsiddin Muhammad, other than the turquoise and iron mines operating in Tashkent, was provided with other mines [1].

There were several types of written documents-monuments of Central Asia, in the 19th century the following types of mass legal and legal acts were widely used - decree, nishan, letter, decision, muboraknam, inoyatnam, marhamatnam, word, putta, certificate of permission. There were also written documents-monuments, which reflected some privileges in the documents of Bukhara, this was muof, marfa - tax breaks or tax protection, a document on partial or full release of land property. Darubast is a document on tax exemption, and in the administration, in addition to independence, has absorbed additional benefits and has legal force. The contract of sale of certain legal documents - wasika-i-bai - ibotilikabola, a rental agreement - hatt-i-izhara, a pledge-letter of ownership - wasika-i-bai-i joiz, alienation of property in favor of someone - wasika-i bakhshish, marriage contract - hatt-i nikox, wasiyatnoma (testament), for property transferred in favor of a religious institution - wakfnoma, denial of claims - hatt-i ibro. Religious and legal documents-monuments of Fatvo are related to Muslim law, to this day are stored in manuscript archival funds, in museum funds [2].

Fatvo (from Arabic: explain, clarification, decision, decree) — a decree, decision or clarification on religious, legal, political, and social issues made in Islam by the Mufti or Ulema council (top of the Muslim clergy)[3]. Fatwo, issued on legal issues, required mandatory execution by religious groups, institutions and Muslims.

One of these rare sources is the collection of Olim Al al-Hanafi “Fataviyi-Tatarkhani”, which is stored in three copied in the center of the eastern manuscripts of the Tashkent State Oriental studies Institute named after Abu Rayhan Beruni inv. No. 2860, No. 3160, No. 5652 [4]. In this legal heritage, attention was paid to legal issues on various topics, taxes received by the treasury, property and inheritance conditions in relation to land, and sale and purchase agreements. The

collection separately indicates the types of taxes - Zakot, Ushr, Hiroj, Jizya and Hums, which were collected from the common people in the state treasury.

As noted in this legal collection, the Hums [5] tax was levied from the proceeds, from the found mines, from the treasury, from underground minerals, from mining captured in military campaigns,; no one could own this money. The amount of the Hums was one fifth of the income. This money was spent on caring for the orphans, the poor, on treating the sick, on the funeral of the poor, on the compensation of suffering caused by injustice, and also by agreement of the masses of people to prosecute any benefit [6]. In the middle Ages, in most cases, the country's natural wealth was considered to belong to the ruler of the state. But the documents noted that taxes were collected from the miners' income.

In the Bukhara, Khiva and Kokand khanates, people involved in mining were called the words “miner”, “montaineer”. In the Khiva Khanate, in one of the documents relating to the middle of the 19th century, each makhalla of the country - “masjid kuvmi” and the number of houses related to it — was marked, a list of taxpayers was compiled. The document relating to the territory of the Khiva Khanate noted 24 families in the locality “Uzbek Yop”, where Polvon Niyoz miner masjid kuvmi was listed in the list of taxpayers [7].

Through a study of archival documents, it was determined that some territories that generate income from natural resources, in particular, places where gold can be mined, were leased to government officials by the ruler, the lease term was indicated and a report was required on the amount of gold used.

Through the study of documents stored in the Central Archive of the Republic of Uzbekistan related to the history of the Bukhara Khanate, we can obtain interesting information about territories that generate income from natural resources, including places where gold can be mined. These territories were leased to officials of the country by the ruler, the lease term was indicated and it was required to give a report on the amount of gold used. Naturally, the extraction of gold, and in general mining, required the investment of a lot of money and labor. Therefore, the local financiers, that is, aristocrats who are experts in this field, contributed primarily to the prosperity of this industry.

In one of the documents drawn up in the Persian language related to the XIX century with such content, an appeal was made by a representative of officials to the Emir of Bukhara, in which an agreement was signed on the lease of territories of Eastern Bukhara, where there is sand and gold. The continuation of the document shows the amount of gold transferred to the state in exchange for the gold mined, according to the agreement of individuals involved in gold mining from Bukhara officials [8]. The document is written in the form of an application in the form of two columns, in one the text is written in the upright state, and in the other - in the form of a continuation of the first column according to the traditions typical of the Middle Ages. In the first column, the calligrapher, in beautiful writing, is nastalyk in patterned form, highlighting, with courtesy, showed the qualities, dignity, generosity of the ruler, the main content of the document is given in the second column. The person who executed the document didn't just write an official understood that he was a smart, educated, politically literate person of his time. In the document, the official who reported on the applications received, Rizo juyun is shown as representative of officials. As noted in the document, on the territory of region Kulyab(beklik), Nazar ogashi was responsible for the rental work, tenants gave the Hakim of the region one hundred Miskal [9] gold, one mercury every four months. Hakim handed over one hundred

miskal of gold and one mercury every four months to the treasury of the country. The continuation of such matters on time was controlled by eshikogabashi. In this statement, it was said that the money of two officials-tenants for the month of Shaban - two hundred miskal gold Rizo juyun takes the hakima. The tenant manager was given fifteen miskal as an incentive. If these people made out another document on the right to own real estate of the lease, one mercury of gold was given. These people said that they would bring one mercury of gold as a gift for the improvement of the grave of the former deceased hakim of this region.

From the document it can be understood that these people for a long time rented sand and gold for uninterrupted periods. But it was not determined for how long the right to own real estate was given. The document continues with a list of some people who rented the place which sand with gold and the total amount of gold handed over to the state. That is, it was known that Rakhmankuli Almaslibeki oko (Baljuvan dadhah), Muhammad Murad Bey, Narmi Bey donated gold to the state treasury every four months several times and from their profits in the mint, minted once 2525 gold (cash), then 2450 gold and another 878 gold, the list of which did not indicate the terms of Narmi Bey 6000 gold, once 7 miskal, once 9 miskal, another 2100 gold [10]. The names of the people mentioned in the document were supplemented by the posts of juyon, dadhah, and esikogabashi that they held.

*Juyon*, that's zhuyban - a position in the pronunciation of which there have been changes, actually means the position of a mirab, who is engaged in the distribution of water. It is known from history that these positions have always been considered prestigious. *Dadhah* - the duties of the officials who held this position included receiving petitions addressed to the emir and answers to them. And also dadhah controlled the observance of the criterion of justice in the country. *Eshikogabashi*, who was responsible for transferring money to the state treasury from the ground of sand with gold, was considered an important post since the reign of the Shaybanid dynasty, he dealt with the security of the palace, the order in it, and he also had to be aware of the coming and going. So, in the indicated document it was said that the duty of the eshikogabashi was also assigned control over the responsible persons who came to the palace to hand over the gold.

From this document it is known that one of the gold-rich territories of Bukhara is Kulyab beks. In another document, which is stored in the Central State Archive, it was discovered that eastern Bukhara had other areas rich in gold and leased out.

In the document of 1896 after the attack of Tsarist (Royal) Russia, mentioning the decree of February 24, 1896 "On the gold industry in the Bukhara Khanate" by the Governor-General of Turkestan, according to its 5-6 points, it was noted that 30 rubles were paid to the emir's treasury instead of 2 years of the certificate of proper Bukhara emir in the empty lands to conduct gold prospecting and report the results to the Bukhara ruler [11]. Evidence of this content was given to certain individuals for prospecting for gold in Darvez, Kulyab, Baljuvansky, Kurganepinsky beks.

Reports of people holding this certificate, territories in Bukhara, rich in golden sand places have always been published in print. Reports of the same content were published in the Turkestan Vedomosti newspaper under the name "Gold Industry in the Bukhark Khanate" [12].

In the 30s of the XIX century, Bukhara emirobated to the government of tsarist Russia to establish cooperation in identifying places where there are minerals.



After that, in 1841-1842, mining engineer K.F. Butenev, as a result of a trip to Bukhara, determined that in the upper part of Zarafshan there is coal, quartz lead, and iron sulfate [13]. The ruler of Bukhara, bearing in mind that minerals will serve the development of the country's economy, proceeding from the fact that there are no mining engineers in the country and that this industry needs to be developed, tried to attract employees. Mining engineer K.F. Butenev noted that in these places there are a lot of minerals and most of them have not been assimilated, that this industry is underdeveloped and the delivered products do not cover the needs of the country's population.

The archival documents of the 50-60s of the XIX century contain information that many foreign experts in their field conducted geological exploration in Turkestan. In particular, in documents relating to the years 1853-1854, from the Chinese near the rivers Agayti-Zhemantik and Tentak Su, territories of sand with gold were found. In the collection of these documents at the junction of the southern part of the Altyn Emel Altyntau mountain range, a silver ore mine was found and samples of this ore were sent to the Ministry of Foreign Affairs. Still near the Ili river of the Altintau mountain range, not far from Mount Kalkan, along the northwestern stream of the Sei river in the direction of the Balkan-shu 20 versts [14] to the west from Mount May Tyube, along the tributary of Bichzhi, separated from Altyn Emeli, from south-western territories 15 versts from the mountain Arkarlik was found silver ore. The local ambassador, Ivan Zakharov, informed the Governor-General that there were many troubles in the extraction of silver from the local places between the Chinese and the Kirghiz [15].

On August 6, 1865, a decree was announced on "Permission to conduct mining operations in Turkestan province" under number 77 of the Ministry of Finance of the Mining Department of Tsarist (Royal) Russia. According to this decree, many people were given a certificate of permission to mine and search for gold and precious stones in the Turkestan Territory. In this decree, special rules have been developed for those involved in mining. It was indicated that the Syr Darya is part of the Turkestan province and in the south of the entire region to the Chu River, the border of the Turkestan province belongs to the lands of Western Siberia, Orenburg and the military district of Western Siberia. And also in Turkestan region, those wishing to engage in gold mining and mining for Siberian Kazakhs on the basis of rules by agreement of the Ministry of Finance, the Orenburg Governor-General was instructed to consider and approve the legal foundations of private mining activities in the Turkestan Territory. For applications of this content, the response was written within 18 days [16].

As it was shown in one archival document, the heir of one aristocrat Plater Plohotsky worshiped the Catholicism of the Christian religion, given his service not for the benefit of tsarist (Royal) Russia, but only the desire for personal income, because of the disagreement of the Ministry of Foreign Affairs, his mining activity was not given Turkestan region. The document mentions "Permission to conduct excavations in Semipalatinsk, Siberia, Kyrgyz land-owned private producers of gold", issued in 1857 by Adjutant General Kryzhnovsky.

In 1865, a certificate was given of permission to determine the places of mines, to search and process sand with gold, and also to search for other metals in Turkestan province, mining engineer A.N. Kulibin[17], as indicated in the collection of documents of 1866, which is part of the Kolmizhsk Joint Stock Company Grigory Markinov-Permikin[18], merchant of the 2nd guild of Orenburg I. Alekseev[19], merchant of the 1st guild of Omsk V. Kuznetsov[20], mining engineers A. Tabarinovskiy N. N. [21] state advisor F.Fomin [22], Lieutenant A.D. Benardaki [23], merchants I.I. Pervushin, V.I. Trunovi, M.Kh. Bychkov[24], state adviser A.P. Osipov

[25], merchant of the 1st guild of Perm D.I.Kolchin[26],state Advisor the merchant of the 1st guild of Yekaterinburg P.A. Podvintsov[27], the merchant of the 1st guild of Yekaterinburg A.Ya. Kharibanov [28], the lieutenant colonel P.V. Berg [29], the merchant of the 1st guild of Trotsky K.S.Kazitsyn [30].

In 1866, Rostovuy Garbatev, merchants of the 1st guild I. Andreevuy I. Pervushin was refused their request, they were not given permission for geological exploration in places where there is lead and sand with gold in the mountains of Karatau, located at a distance of 40 versts from Ikan in the Ulkun mountain range, near the village of Chai Balyk near the Chirchik River [31]. The documents show their intransigence in relation to other competitors.

In 1868, a request was submitted from the merchant of the 1st guild of Tashkent Pervushin, the merchant of the 1st guild of the Tsarskoye Selo Alexander Kolesnikov, they asked to open copper mines, as well as mines of other metals for trade in Syrdarya province. Their request was granted by the Turkestan Governor General [32].

In the Kokand khanate mining operations were conducted in many places. Here the miners were supported by a state ruler. In a document of 1871, it was noted that an official named Mavlonbek was given a “patta” (receipt) of Bakhti Muhammad kurbashin a special bag for the miners' wages. The document was confirmed by the personal seal of Sayyid Muhammad Mavlonbek [33].

In another document of 1871 drawn up in the Kokand Khanate, it was noted that one of the Kokand officials Mullah Abd-Dalil Mirzabashi [34] was given twenty tenge to Soyib Sarkor [35] for the purchase of a donkey in order to lift weights during mining excavations of lead [36].

In a document issued in 1871 relating to the history of the Kokand Khanate, it was noted that Sultan Muradbek gave wheat, rice to Soyib sarkor for eating the miners. The document is confirmed by personal seal on the part of the younger brother of the Kokand khan Khudayarkhan - Muhammad Sultan Murodbek ibn Shermuhammad Alikhan [37]. As a result of studying these documents, it was found out that the ruler and aristocrats of the palace patronized mining in the Kokand Khanate.

Miners' wages increased as production increased. From several documents of similar content it turns out that the miners worked under the direction of a special clerk. In the documents of 1871 it was noted that Bakhti Muhammad kurbashi [38] had been bought by Sultan Murodbek from the following tools: calend (motig), pickaxe, tesha, carpentry ax, ax, boscan [39]. These documents bear the personal seal of Muhammad Sultan Murodbek ibn Shermuhammad Alikhan. In the documents known to us in the 70s of the XIX century, Soyib Sarkor, Bakhti Muhammad Kurbashi performed the duties of clerk and supplier of the miners. These people were engaged in the supply of mining products, and were also considered responsible for the trade in mining products.

The document, drawn up in 1873 in the city of Kokand, contains important information about oil producers (land oil). In particular, the document noted the money paid for the supply of oil in carts to an unknown purchaser, Bakhti Muhammadom kurbashi [40]. In a document of this time, called “patta” (receipt), it was noted that Bakhti Muhammad kurbashi from the side of Sultan Muradbek (zabut-i er yoji) were given cauldrons for a kerosene plant, buckets, iron shovels, scoops, buckets (for water and oil) , iron, copper, sheet metal, ammonia, tin and tea for craftsmen. The back of the document was stamped by Muhammad Sultan Muradbek ibn

Shermuhammad Alikhan [41]. Another document contained a notebook for Soyib Sarkor's expenses, which contains a list of products collected in the barn, as well as payment in grain accounting to craftsmen and miners [42].

In the 19th century, mining operations in the Kokand Khanate were well organized compared to other khanates and were well supported by the ruler. The presence of special support barns was the reason for the improvement of the social status of representatives of this sphere, the continuous continuation of the activities of mines, and the development of mining. Provision of miners with various tools, food products suggests that mining in Kokand the khanates are set well.

After the revitalization of mining activities in the mountains, workshops began to be built closer to raw materials. In particular, in the city of Tashkent in 1874, permission was obtained to build a casting workshop of a lead projectile for guns [43].

A document in 1875 noted the announcement of the discovery by the merchant A. Bokhlitov of a lead mine in the Karatau Mountains [44]. In the report of this time, G.D.Ranovsky wrote about the definition of silver and lead mines in the vicinity of Kara Mazar, as well as about their mining in cast form [45]. From these data it becomes known about the intensification of cases of the extraction of lead and its development. The development of this industry indicates the satisfaction of demand for ammunition in the armament of the country's troops.

In a 1876 document, the merchant of the 2nd guild of Tashkent, Nikolai Kopylov, in his exile reports that sand with gold were found near the tributaries of the Ketlin and Arkaba rivers [46]. In a 1877 document, the merchant of the 1st guild of Tashkent, Fedorov, reported the discovery of sand with gold in Namangan district [47]. The 1879 statement contains information on the processing and trade of sand with gold in the province of Ettisuv of the Turkestan Territory[48]. The above mentioned business people - citizens of tsarist(Royal) Russia disposing of natural wealth pursued not the interests of the local population, but the interests of the colonial country.

In the document of 1896 after the attack of tsarist Russia, mentioning the decree of February 24, 1896 "On the gold industry in the Bukhara Khanate" of the Governor-General of Turkestan, according to its 5-6 points, it was noted that 30 rubles were paid to the emir's treasury instead of 2 years of evidence of a proper emir of Bukhara in the empty lands to conduct gold prospecting and report the results to the ruler of Bukhara [49]. Evidence of this content was given to certain individuals for prospecting for gold in Darvez, Kulyab, Baljuvansky, Kurganepinsky beks.

Reports of people holding this certificate, places with gold in the territory of Bukhara have always been published in print. Reports with this content were published in the newspaper Turkestan Vedomosti under the heading "Gold Industry in the Bukhara Khanate" [50]. The documents of the beginning of the XX century in the mining industry of Bukhara determined the participation of Chinese, French mining engineers. In the summer of 1902, the French scientist and mining engineer M. Levat led the expedition "On the Amu Darya to Kulyab". He reported on minerals and their location on the territory of Bukhara [51].

So, at the end of the XIX century in the territories of Bukhara, Kokand and Tashkent, as a result of the support of representatives of the government, government officials and financiers, mining was relatively well established. From documentary sources it was clear that in Central Asia of the 50-60s of the 19th century, geological prospecting for mining was revived. Given the beliefs of those wishing to engage in mining activities and trade, monitoring compliance with the

established order and serving for the benefit of tsarist Russia, evidence was given for participation in the trade of mining products. Mining engineers and representatives of the trade association actively participated in this. In the documents of the beginning of the XX century in the mining industry of Bukhara, the participation of Chinese, French mining engineers was determined.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00020.8**

## **AN ANALYSIS OF CANCER INCIDENCES AND MORTALITY IN INDIA**

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### **ABSTRACT**

*With changing lifestyle, enhanced longevity and better control of contagious diseases, non-communicable diseases have emerged as most important health problems worldwide, especially in developing countries. Cancer is the second most common disease in India after cardiac diseases, responsible for maximum mortality with about 0.3 million deaths per year. This is due to the poor accessibility of prevention, diagnosis and treatment of the disease. Cancers of all types have been reported in India including the cancers of skin, lungs, breast, rectum, stomach, prostate, liver, cervix, esophagus, bladder, blood, mouth etc. The causes of such high rate of incidence of cancers may be both internal (hormonal imbalance, genetic mutations and poor immunity system) and external or environmental factors (excessive use of pesticides, poor or improper food habits, industrialization, over growth of population, etc.). In view of these facts, the present article describes the spatial pattern in cancers cases in India. Besides, attempts have been made to describe the main causes of cancer along with the effect of cancer cases on the economy of India.*

**KEYWORDS:** *Non- Communicable Diseases, Genetic Mutations, Hormonal Imbalance Etc.*

### **INTRODUCTION**

Cancer, a condition in which some cells in the body grow uncontrollably, and in some case, spread and invades organs in other parts of the body, a process called metastasis. This abnormal growth is harmful because it doesn't just replace healthy cells in organs, but also causes changes in our body's biochemistry that can lead to weight loss and a compromised immune system, thereby, leading to death. There are over 200 different types of cancers, some of which are far more common worldwide than others are lung and breast cancer (12.3 percent of total cases each), colorectal i.e. the large intestine cancer (10.6 percent), followed by prostate cancer (7.5 percent) and stomach cancer (6.1 percent), according to the World Cancer Research Fund

International statistics. India has around 2.25 million cases with over 1 lakh new cases being registered every year, according to Cancerindia.org. In 2018, the disease led to nearly 7 lakh deaths. The Indian Council of Medical Research (ICMR) estimates that the country is likely to register over 17 lakh new cases and report over 8 lakh deaths by 2020.

### Objectives

- i. To examine the state-wise scenario of cancer cases and mortality due to cancer in India
- ii. To identify some leading factors responsible for the cancer

### Data and Methodology

The present study is exclusively based on secondary data. Interstate comparison has been studied by using data from Ministry of Health and Family Welfare for the period 2015-2018. Analysis of the data is presented in form of tables and graphs by using simple statistics like percentage.

## RESULTS AND DISCUSSION

**TABLE.2 NO. OF REPORTED CANCER CASES IN INDIA (STATE-WISE), 2015-18**

States	2015	2016	2017	2018	% change over 2017
Himachal Pradesh	473	479	485	490	1.03
Punjab	1252	1272	1292	1313	1.63
Uttaranchal	1294	1300	1309	1318	0.69
Haryana	1618	1652	1687	1723	2.13
Rajasthan	1655	1726	1801	1881	4.44
Uttar Pradesh	2169	2199	2229	2260	1.39
Bihar	2916	2998	3082	3168	2.79
Sikkim	3246	3311	3376	3442	1.95
Arunachal Pradesh	7722	8029	8348	8679	3.97
Nagaland	11796	12381	12995	13640	4.96
Jammu & Kashmir	14864	15652	16480	17351	5.29
Manipur	29240	30611	32049	33558	4.71
Mizoram	30239	31817	33477	35223	5.22
Tripura	31214	32474	33781	35137	4.01
Meghalaya	31474	31825	32177	32530	1.10
Assam	38947	40959	43071	45289	5.15
West Bengal	39672	42004	44566	47382	6.32
Jharkhand	40177	41939	43784	45713	4.41
Orissa	47666	49674	51763	53936	4.20
Chhattisgarh	55776	58072	60475	62978	4.14
Madhya Pradesh	70171	73551	77097	80820	4.83
Gujarat	70302	73511	76867	80381	4.57
Maharashtra	78512	80999	83554	86180	3.14
Telangana	79160	82836	86675	90686	4.63
Andhra Pradesh	85078	89315	93754	98403	4.96
Karnataka	103532	107906	112466	117220	4.23
Goa	123949	130628	137656	145051	5.37
Kerala	127390	132726	138271	144032	4.17

Tamil Nadu	233659	245231	257353	270053	4.93
Total	1365163	1427077	1491920	1559837	4.55

Source: Ministry of Health and Family welfare, 2015-2018

The burdens imposed by cancer vary greatly between regions within India. Table.1 shows state wise differences in the recorded incidences of cancer cases. Cancer incidence and mortality are generally higher in the more affluent states. However, cancer mortality rates are also significant contributors to mortality in rural regions and where cancer treatment facilities are scarce. All states shows increasing trend in the cases, highest recorded in West Bengal, Mizoram, J&K and southern part of the country.

**TABLE.2 NO. OF DEATHS DUE CANCER IN INDIA (STATE-WISE), 2015-18**

States	2015	2016	2017	2018	% change over 2017
Sikkim	240	242	245	248	1.22
Arunachal Pradesh	638	649	659	670	1.67
Nagaland	665	667	672	676	0.60
Mizoram	824	841	859	878	2.21
Goa	834	870	908	948	4.41
Tripura	1109	1125	1140	1156	1.40
Manipur	1460	1500	1542	1585	2.79
Meghalaya	1676	1710	1744	1777	1.89
Himachal Pradesh	3893	4048	4210	4378	3.99
Uttaranchal	5949	6245	6556	6883	4.99
Jammu & Kashmir	7525	7925	8345	8788	5.31
Haryana	14797	15491	16219	16983	4.71
Chhattisgarh	15231	16030	16868	17751	5.23
Punjab	15784	16423	17084	17771	4.02
Assam	16029	16206	16383	16561	1.09
Jharkhand	19653	20671	21741	22864	5.17
Kerala	19892	21062	22348	23761	6.32
Telangana	20235	21126	22058	23033	4.42
Orissa	24019	25035	26091	27190	4.21
Andhra Pradesh	28082	29244	30458	31725	4.16
Karnataka	35430	37052	38747	40523	4.58
Gujarat	35466	37182	38983	40873	4.85
Tamil Nadu	39537	40796	42091	43422	3.16
Rajasthan	39985	41848	43795	45829	4.64
Madhya Pradesh	42964	45110	47358	49713	4.97
West Bengal	52231	54443	56750	59154	4.24
Bihar	62651	66040	69607	73361	5.39
Maharashtra	64332	67035	69843	72762	4.18
Uttar Pradesh	118115	123985	130134	136579	4.95
Total	689246	720601	753438	787842	4.57

Source: Ministry of Health and Family welfare, 2015-2018

Cancer will claim 9.6 million lives in the world this year and India's share in it will be a worrying 8.17 per cent, warns data recently released by the World Health Organization's (WHO) International Agency for Research on Cancer. The state wise analysis shows that Uttar Pradesh, Maharashtra, Bihar tops the list in the mortality ratio. The entire north-eastern states show less mortality in comparison to the pan country.

Some responsible factors for cancer (state level analysis)

Sr. No	States/Regions	Leading cancers	Risk factors
1	North-eastern states	Oral and stomach cancer	Tobacco and household burning of firewood
2	West Bengal	Lung, Urinary, Bladder cancer	Air and water pollution
3	South and coastal India	Stomach cancer	Diet rich in spices, salt
4	Goa	Colon cancer	Red meat, alcohol and tobacco
5	Gujarat and Rajasthan	Head and neck cancer	Tobacco and Pan masala
6	Punjab (Malwa belt)	Kidney, urinary, bladder and breast cancer	Pollution, Pesticide residues in food
7	Gangetic plain	Bladder, Head and neck cancer	Water pollution, diet rich in animal protein or fish
8	Madhya Pradesh	Oral cancer	Tobacco and Pan masala

Source: Literature Review

## CONCLUSION

India is a growing country playing a very important role in the development of the whole world, and, hence, needs special attention on this issue. A proper awareness program should be created among public about the cancer havoc and its prevention. The different programs should be started by Government and NGOs for creating awareness among Indian public. The diet and living style are important factors to control the spreading of cancer. Briefly, cancer is disturbing the growing economy of the country, which can be saved by proper handling of this disease. The data on the effect of cancer on Indian economy is not available; however, Popkin et al. (2001) assessed the impact of cancer of diet related health conditions in terms of health spending and on income losses experienced by households (Popkin et al, 2001). The estimation of expenditures of cancer patients includes both direct medical and non-medical costs. The direct costs include buying medicine, hospitalization, pathological tests, medical practitioner consultancy, travel, lodging while the indirect costs are loss of income during treatment, premature death and affect on the income of other family members etc. Indian medical infrastructure is not enough to tackle the burden of cancer cases, as there are only 62 dedicated cancer care hospitals in the country, including both regional and national facilities, according to the National Cancer Grid. Around two-thirds of India's cancer patients were treated in the private sector and this forced 6 crores Indians below the poverty line because of the catastrophic healthcare related expenditure on cancer.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00021.X**

## **“LIVELIHOODS AND HEALTH HAZARDS: WITH SPECIAL REFERENCE TO REPRODUCTIVE HEALTH OF RURAL WOMEN**

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### **ABSTRACT**

*Health is considered as a fundamental human right. It is a country where 68.80% of the population resides in a rural area and males significantly outnumber females. Health is considered as a fundamental human right. Health of women is not merely a state of physical well being but also an expression of many roles they play as wives, mothers, health care providers in the family and in the changed scenario even as wage earners. Reproductive health implies that people including men and women are able to have a satisfying safe sex life and they have the capability to reproduce and the freedom to decide if, when and how often to do so. It includes family planning services, access to contraception, counseling and information, antenatal, postnatal and delivery care, healthcare for infants, treatment for reproductive tract infections and sexually transmitted diseases, safe abortion services where legal and management of abortion related complications, prevention and appropriate treatment for infertility, information, education and counseling on human sexuality, reproductive health and responsible parenting and discouragement of harmful practices. Health plays important role in the generation of livelihoods of rural people in general and women in particular. Reproductive Health of women is neglected area and new reproductive health problems are increasing such as infection in uterus, breast cancer, and sexually transmitted disease. Well being of reproductive health of rural women enhances the chances of livelihood of rural women. The present study addresses all the issues concerning with livelihoods and reproductive health and this study was carried in Solapur and Kolhapur districts of Western Maharashtra. The objectives of study are to understand the socio-economic background of selected rural women for proposed project and to know the issues related rural women's reproductive health and availability of reproductive health care in rural areas. 200 married women respondents in age group of 18-25 were selected for study. Still fifty percentage of rural women are only unaware about the reproductive health*



*and gender discrimination should be addressed and it is necessary to create the awareness about reproductive health among males*

**KEYWORDS:** *Livelihoods, Health Hazards, Reproductive Health and Rural Women*

## **INTRODUCTION:**

It is a country where 68.80% of the population resides in a rural area and males significantly outnumber females, an imbalance that has increased over time. Women constitute half of population. Majority of women from rural areas are working in the unorganised sector and paid less. Health is considered as a fundamental human right. Health of women is not merely a state of physical well being but also an expression of many roles they play as wives, mothers, health care providers in the family and in the changed scenario even as wage earners. They are suffering from many hazardous diseases and their health status is degrading. They are suffering from many health problems and not complaining and coping with silently because of prolonged gender discrimination and domination in rural areas. Reproductive health is one of major issues today. Cairo conference defined reproductive health as “*a condition in which the reproductive process is accomplished in a state of complete physical, mental and social well-being.*” It has come into focus primarily due to reasons – firstly the fact that population control policies are being enforced through women’s bodies as they are seen as cause and solution for population growth and secondly because of alarmingly increasing problem of HIV and AIDS. Serious problems such as increasing spread of SITs, increasing number of adolescent pregnancies, the growing incidence of reproductive tract infections, maternal and child mortality and morbidity highlight the urgent need for appropriate and effective interventions of sex related matters and access to reproductive health services and information.(Naresh Yadav:). But because of prolonged gender discrimination reproductive of health issues of women are not addressed. So for present study highlighted the issues related reproductive health of women such as child bearing, use of birth control (sterilisation), safe delivery, unwanted pregnancy, sex selective abortion, safe abortion, safe sex from spouses and HIV from rural areas and prolonged gender discrimination.

## **LIVELIHOOD AND REPRODUCTIVE HEALTH**

Livelihood comprises the capabilities, assets (including both material and social resources) and activities which act as prerequisites for a means of living. The concept of reproductive health has been defined as a state in which people have the ability to reproductive and regulate their fertility, women are able to through pregnancy and childbirth safely: the outcome of pregnancy is successful in terms of maternal and infant survival and wellbeing and couples are able to have sexual relations free from fear of pregnancy and contracting diseases (Pati R.N:1988). Majority of women are living in rural areas and working as landless agricultural labourers. Women’s health is always taking into consideration with multiple roles, she is performing. Reproductive Health of Women is most neglected issues particularly in rural areas. Cases of distraction of uterus are becoming common among rural women. Degradation of reproductive health women affects on their livelihood. So awareness is needed among women to improve their livelihood opportunities.

## **REVIEW OF LITERATURE:**

Findings of studies at international level highlights the need for a broad sexual rights movement, about the reproductive rights of women in traditional time and same in modern time and role of American Government, address the importance of health policies in reproductive rights of women, focuses on the contraception for women living with HIV or AIDS, abortion-related care, legal adoption by HIV- positive parents, and reproductive rights, and explore the implications of neo-liberalism on women-cantered reproductive health programmes. One of the study is interested to find out the experiences of Ghanaian women in relation to their decision making about child bearing and exercising their rights as women in to use birth control devices and also to demand safe and protected sex from their spouses or other sexual partners, argues for a gender-sensitive human rights approach toward women's reproductive health, obstacles in self-determination of women's reproductive rights. These studies are undertaken by Diane Roenfeld, Carmel Shalev, Rachel Rosenbloom, Kati Schinder, 'Anna E Jackson, Charon Asetorger, P. A. Stephenson and M. G. Wanger, Berer Marge, Sossou, Marie-Antoinette, Guang-zhen Wang and Vijayan K. Pillai, De Bruyn Marria etc.

Findings of national level studies address many issues related to reproductive health of women in India and to reproductive rights such as role of feminist perspective, examines a variety of secondary sources to compare the autonomy of Muslim women with Hindu women across India, shows the role litigation played in seeking redress for violations of the reproductive rights, deals many reproductive health related issues such sterilization, abortion, HIV and health issues of marginal and tribal, address the importance of health policies in reproductive rights of women, focus on the cause of death among reproductive age group women, address the self-determination in reproductive rights and struggle of reproductive movement, explores the reasons behind the rising popularity of commercial surrogacy in India, deals with reproductive rights of mentally retarded women and the role of law, examines the factors responsible for the phenomenal growth of the private fee-for-service health sector in India and its negative impact on women's reproductive health, highlights need for gender sensitive approaches for improving women's reproductive healthcare services, the position and awareness of the issue of abortion laws in India, women's health policies and its role in its protection of reproductive rights of women. These studies were carried by respectively Mohan Rao, Kepkay Joshua, Kaur J, Shree Mulay, Salil Basu, Samayak Sibasish, Asha Moodley, Ravindra Sundari, Bela Shah, Geetha etc.

Many studies are conducted concern with reproductive health and livelihood of rural women.

## **OBJECTIVES OF THE STUDY:**

- To the know the socio-economic background of selected rural women
- To know the issues related to the reproductive health of rural women.

## **METHODOLOGY OF THE STUDY:**

Descriptive research design was used for the present study. The present study was carried in Solapur and Kolhapur districts of Western Maharashtra. The five regions of Maharashtra consists the 35 district. Out of five regions one region that is Western Maharashtra was selected. So the universe consists of all districts and all villages of all districts of Western regions of Maharashtra. These districts are Kolhapur, Pune, Sangali, Satara and Solapur.

**Selection of Sample**

Table-1				
	Districts	Villages	Total Households	Selected Respondents
1	Kolhapur	Nile,	306	25 (8%)
	District	Uttur	1934	25 (1.3%)
		Haladi	716	25 (3.5%)
		Puspanagar	657	25 (3.8%)
				25*4=100
2	Solapur	Bhose	1292	25 (1.9%)
	District	Gherdi	486	25 (5.1%)
		Nandeshwar	1162	25 (2.15%)
		Kamati	571	25 (4.3%)
				25*4=100
Total	Two Districts	Eight Villages	200 Respondents	

The present study was based on the primary as well as secondary data. The quantifiable data was coded and codebook was be prepared and data was processed and analyzed.

**DATA ANALYSIS AND INTERPRETATION:****SECTION-I****SOCIO-ECONOMIC CHARACTERISTICS OF RESPONDENTS**

This section discussed the socio-economic background of selected samples.

**Name of Village of the respondents:****TABLE-NO-01 DISTRIBUTION OF RESPONDENTS BY VILLAGES**

<b>Villages</b>	<b>Frequency</b>	<b>Percent</b>
Nile	25	12.5
Puspanagar	25	12.5
Uttur	25	12.5
Haladi	25	12.5
Gherde	25	12.5

Bhose	25	12.5
Nandeshwar	25	12.5
Kamti	25	12.5
Total	200	100

**Table: No: 1** represents distribution of respondents by villages. From all villages only 25% of respondents were selected purposefully.

**Age:** Age is one of the biological factors and plays an important role in the career of the individual.

**TABLE-NO-02 DISTRIBUTION OF RESPONDENTS BY AGE**

Age groups	Frequency	Percent
18 to 25 years	53	26.5
26 to 30 years	68	34.0
31 to 40 years	64	32.0
41 to 45 years	13	6.5
above 45 years	2	1.0
Total	200	100.0

**Table: 02** represent the age-wise distribution of respondents. Out of total respondents 68(34.0%) belongs to 26 to 30 age group, 64(32.0%) respondents belongs to age group of 31 to 40, 53(26.5%) belongs to age group 18 to 25 years and 13 (6.5%) belongs to age group 41 to 45 years. Majority of the respondents belongs to age group of 26 to 30 years.

**Weight:**

**TABLE-NO-03 DISTRIBUTION OF RESPONDENTS BY WEIGHT**

Weight groups	Frequency	Percent
35 to 40 kg	48	24.0
41 to 50 kg	73	36.5
51 to 55 kg	26	13.0
56 to 60 kg	19	9.5
above 60 kg	34	17.0
Total	200	100.0

**Table.No:03** represent the weight-wise distribution of respondents. Out of total respondents 73(36.5%) belongs to 41 to 50 kg group, 48(24.0%) respondents belongs to 35 to 40 kg group, 34(17.0%) belongs to above 60 kg group, , 26(13.0%) belongs to 51 to 55 kg group and 19 (9.5%) belongs to 56 to 60 kg group. Majority of the respondents belongs to weight group of 41 to 50 kg. This is because of majority women doing physical work.

**Religion**

**TABLE-NO-04 DISTRIBUTION OF RESPONDENTS BY RELIGION**

Religion	Frequency	Percent
Hindu	190	95.0

Muslim	6	3.0
Bouddha	4	2.0
Total	200	100.0

**Table: 04** represents the religion-wise distribution of respondents. Out of total respondents 190(95.0%) belongs to Hindu religion, 6(3.0%) respondents belongs Muslim religion and 4(2.0%) belongs to Bouddha religion.

#### Caste Category:

**TABLE-NO-05 DISTRIBUTION OF RESPONDENTS BY CASTE CATEGORY**

Caste category	Frequency	Percent
Open	80	40.0
SC	48	24.0
OBC	37	18.5
SBC	2	1.0
NT-B	16	8.0
NT-C	16	8.0
NT-D	1	.5
Total	200	100.0

**Table-No-5** represents the distribution of respondents by religion. Out of total respondents 80(40.0%) belongs to open category, 48(24.0%) respondents belongs to SC, 37(18.5%) belongs to OBC and others are belong to SBC, VJ, NT-B, NT-C.

#### Marital Status:

**TABLE-NO-06 DISTRIBUTION OF RESPONDENTS BY MARITAL STATUS**

Marital status	Frequency	Percent
Married	195	97.5
Widow	4	2.0
Divorced	1	.5
Total	200	100.0

**Table-No-6** represents the distribution of respondents by marital status. Out of total respondents 195(97.5%) married, 4(2.0%) respondents are widow, 1(.5%) are divorced.

#### No. of children:

**TABLE-NO-07 DISTRIBUTION OF RESPONDENTS BY NO CHILDREN**

No. of children's	Frequency	Percent
1	38	19.0
2	98	49.0
3	32	16.0
4	13	6.5
above 4	2	1.0

No children	13	6.5
Pregnant expecting first child	4	2.0
Total	200	100.0

**Table-No-7** represents the no. of children's of respondents. Out of total respondents 98(49.0%) have 2 children, 38(19.0%) have one child, 32(16.0%) have three children, 13(6.5.0%) have no children and remaining respondents have above 4 children or they were pregnant. Majority of the respondents have two children which is norm of family planning programme of India.

#### Education:

**TABLE-NO-08DISTRIBUTION OF RESPONDENTS BY EDUCATION**

Education	Frequency	Percent
Primary	47	23.5
Secondary	77	38.5
Higher secondary	38	19.0
Graduation	11	5.5
Post graduation	3	1.5
Illiterate	19	9.5
Other	2	1.0
NR	3	1.5
Total	200	100.0

**Table-08** represents the distribution of respondents by education. Out of total respondents 77(38.5%) have secondary educated, 47(23.5%) have primary education, 38(19.0%) respondents have higher secondary education, 19(9.5%) respondents were illiterate, 11(5.5%) have graduated are and 3(1.5) are postgraduate and two is other. Majority of respondents are educated upto secondary level education.

#### Type of family

**TABLE-NO-09DISTRIBUTION OF RESPONDENTS BY TYPE OF FAMILY**

Type of family	Frequency	Percent
Joint family	100	50.0
Nuclear family	96	48.0
NR	4	2.0
Total	200	100.0

**Table-9** shows the distribution of respondents by family type. Out of total respondents 100(50.0%) have joint families and 96(48.0%) have nuclear family.

#### Type of House

**TABLE-NO-10DISTRIBUTION OF RESPONDENTS BY TYPE OF HOUSE**

Type of House	Frequency	Percent
Kaccha/hut	13	6.5
Mud house	74	37.0



RCC house	89	44.5
Other	21	10.5
NR	3	1.5
Total	200	100.0

**Table-10** represents the distribution of respondents by housing type. Out of total respondents 89(44.5%) have RCC houses, 74(37.0%) have mud houses, 21(10.5%) have other type of houses which means combination of slab and steel floors/ceiling etc or they have rented houses and 13(6.5%) have kaccha house or huts.

#### Basic Amenities at home

**TABLE-NO-11 DISTRIBUTION OF RESPONDENTS BY BASIC AMENITIES AT HOME**

Facilities at home	Frequency	Percent
Water tap	1	.5
1,2,3	5	2.5
1,3	4	2.0
1,3,5	2	1.0
1,4	1	.5
1,6	3	1.5
Toilet/Bathroom	1	.5
2,3	4	2.0
2,4	16	8.0
2,5	3	1.5
2.,4	1	.5
Electricity	1	.5
3,5	1	.5
3,6	2	1.0
Water tap and toilet/bathroom	15	7.5
4,6	2	1.0
Water tap and Electricity	5	2.5
Toilet/Bathroom and Electricity	1	.5
all above	125	62.5
No facilities	7	3.5
Total	200	100.0

**Table-No-11** represents the distribution of respondents by basic amenities .Out of total respondents 125(62.0%) have water tap, Toilet/Bathroom and electricity, 31(15.5%) have water tap and Toilet/Bathroom, 5(2.5%) have water tap and electricity.

**Main source of family income****TABLE-NO-12 DISTRIBUTION OF RESPONDENTS BY MAIN SOURCE FAMILY INCOME**

Main source of family income	Frequency	Percent
Landless labour	58	29.0
Small business	33	16.5
Government service	20	10.0
Private service	16	8.0
Own agriculture	43	21.5
Other	30	15.0
Total	200	100.0

**Table-No-12** represents the distribution of respondents by source of income. Out of total respondents 58(29.0%) 43(21.5%) respondents have their income from their labour, 33(16.5%) respondents have Small business, 20(10.0%) have government servant in their family, 30(15.0%) respondents have other source of income which means they have small shop etc. and 16(8.0%) respondents families main income from private sector service.

**Main earner in the family****TABLE-NO-13 DISTRIBUTION OF RESPONDENTS BY MAIN EARNER IN THE FAMILY**

Main earner in the family	Frequency	Percent
Self	14	7.0
Husband	180	90.0
Children	1	.5
NR	5	2.5
Total	200	100.0

**Table-No-13** represents the distribution of respondents by earning member in family. Out of total respondents 180(90.0%) have husband as earning member, 14(7.0%) have respondents themselves are earning member and 5(2.5%) respondents have not given any information. **No of Family members**

**TABLE-NO-14 DISTRIBUTION OF RESPONDENTS BY THE NUMBER OF FAMILY MEMBERS**

No of Family members	Frequency	Percent
1 to 3	102	51.0
4 to 7	94	47.0
above 7	4	2.0
Total	200	100.0

**Table.No-14** shows the distribution of respondents by number of family members. Out of total respondents 102(51.0%) have 1 to 3 members of family, 94(47.0%) have 4 to 7 members in their family and 4(2.0%) respondents have above seven family members in their family.

**TABLE-NO-15 DISTRIBUTION OF RESPONDENTS BY THE EDUCATION STATUS OF FAMILY MEMBERS**

Education Status of family members	Frequency	Percent
Primary	7	3.5
Secondary	29	14.5
Higher Secondary	93	46.5
Graduation	54	27.0
Post graduation	13	6.5
Illiterate	2	1.0
Other	2	1.0
Total	200	100.0

**Table-15-** represents the distribution of highest educated person in respondents family. Out of total respondents 93(46.5%) have higher secondary education in respondents family, 54(27.0%) have graduate member in respondents family, 29(14.5%) have graduate member in respondents family and remaining respondents family members have primary education or they are illiterate.

### Monthly Income of the Family

**TABLE-NO-16 DISTRIBUTION OF RESPONDENTS BY THE MONTHLY INCOME**

Monthly income of the family	Frequency	Percent
1 to 5000 Rs.	32	16.0
5001 to 10000 Rs.	92	46.0
10001 to 15000 Rs.	31	15.5
above 15000 Rs.	45	22.5
Total	200	100.0

**Table-16** represents the distribution of respondents by monthly income of family. Out of total respondents 92(46.0%) have monthly income from 5001 to 10000 rupees, 45(22.5%) have monthly income above 15000 rupees, 32(16.0%) have monthly income from 1 to 5,000 and 31(15.5%) have monthly income from 10001 to 15000.

## SECTION-II

### Reproductive Health and Health Problems of Respondents

#### Age of first menstrual cycle

**TABLE-NO-17 DISTRIBUTION OF RESPONDENTS BY THE AGE OF FIRST MENSTRUAL PERIOD**

Age of first menstrual cycle	Frequency	Percent
10 to 13 years	70	35.0
14 to 17 years	125	62.5
18 to 21 years	2	1.0
NR	3	1.5
Total	200	100.0

**Table-No-17** represents the distribution of respondents by age of first menstrual period. Out of total respondents 125(62.5%) had their first menstrual period in the age group of 14 to 17 years, 70(35.0%) had their first menstrual period in the age group of 10 to 13 years, 2(1.0%) had their first menstrual periods in the age group of 18 to 21 years and remaining respondents not given information.

#### Is menstrual cycle (period) regular?

**TABLE-NO-18 DISTRIBUTION OF RESPONDENTS BY THE REGULARITY OF MENSTRUAL PERIOD (CYCLE)**

Menstrual Period (cycle) condition	Frequency	Percent
Regular	169	84.5
Irregular	26	13.0
NR	2	1.0
Pregnant	3	1.5
Total	200	100.0

**Table-No-18** represents the distribution of respondents status of menstrual cycle. Out of total respondents 169(84.5%) have their menstrual cycle in regular time, 26(13.5%) have their menstrual cycle non-regular, 2(1.0%) respondents not given information.

#### Age at marriage

**TABLE-NO-19 DISTRIBUTION OF RESPONDENTS BY AGE AT MARRIAGE**

Age at marriage	Frequency	Percent
Below 18 years	56	28.0
18 to 25 years	133	66.5
26 to 30 years	7	3.5
Don' know	1	.5
NR	3	1.5
Total	200	100.0

**Table:19** represents the distribution of respondent's age at marriage. Out of total respondents 133(66.5%) had age at marriage between 18 to 25 years, 56(28.0%) respondents had their age at marriage below 18 years, 7(3.5%) respondents had their age at marriage between 26 to 30 years and remaining respondents not given information.

#### First child after how many years of marriage

**TABLE-NO-20 DISTRIBUTION OF RESPONDENTS FIRST CHILD AND AGE OF MARRIAGE**

First child after marriage	Frequency	Percent
Within 1st year	96	48.0
Within 2nd year	71	35.5
Within 3rd year	7	3.5
Within 4th year	4	2.0
After 5 years	4	2.0

Still no child	15	7.5
NR	3	1.5
Total	200	100.0

**Table-20** represents the distribution of respondent's age at first child after marriage. Out of total respondents 96(48.0%) had child within one year from marriage, 71(35.5%) respondents had child within two year from marriage, 15(7.5%) respondents had child after three, four or five year from marriage, 15(7.5%) respondents still don't have child and remaining respondents not given information.

### Spacing between first and second child

**TABLE-21 DISTRIBUTION OF RESPONDENTS BY SPACING BETWEEN TWO CHILDREN**

Spacing Between two children	Frequency	Percent
1 year	18	9.0
2 years	80	40.0
3 years	34	17.0
4 years	7	3.5
5 years	2	1.0
Above 5 year	9	4.5
Only one child	32	16.0
Still no child	14	7.0
Pregnant	2	1.0
NR	1	.5
Twins	1	.5
Total	200	100.0

**Table-21** represents the distribution of distance between first and second child of respondent. Out of total respondents 80(40.0%) have two years gap between first child and second child, 34(17.0%) respondents have three years gap between first child and second child, 32(16.0%) respondents have only one child, 18(9.0%) respondents have one year gap between first child and second child, 18(9.0%) respondents have four, five or above five years gap between first child and second child and 14(7.0%) respondents still don't have child.

### Family Planning

**TABLE-22 DISTRIBUTION OF RESPONDENTS BY THOSE WHO ADOPT FAMILY PLANNING**

Family planning	Frequency	Percent
Yes	104	52.0
No	84	42.0
NR	12	6.0
Total	200	100.0

**Table-22** represents the distribution of family planning by the respondent. Out of total respondents 104(52.0%) have planning for their family, 84(42.0%) don't have planning for their family and remaining respondents not given information.

#### Use of contraception at present

**TABLE-23USE OF CONTRACEPTION**

Use of contraception	Frequency	Percent
Yes	22	11.0
No	171	85.5
NR	7	3.5
Total	200	100.0

**Table-23** represents the distribution of use of contraception at present by the respondent. Out of total respondents 171(85.5%) does not use contraception in present, 22(11.0%) respondents have use contraception in present and remaining respondents had not given information.

#### If yes, what kind of contraception

**TABLE-24KINDS OF CONTRACEPTION**

Kind of contraception	Frequency	Percent
Tablets	3	1.5
Male condoms	16	8.0
Copper T	5	2.5
NA	169	84.5
NR	7	3.5
Total	200	100.0

**Table-No-24** represents the distribution of kind of contraception at present by the respondent. Out of total respondents 169(84.5%) does not use contraception in present, 16(8.0%) respondents have use male condoms as contraception, 5(2.5%) respondents have use copper T as contraception, 3(1.5%) respondents have use various tablets as contraception in present and remaining respondents not given information..

#### If yes, any side effect

**TABLE-NO-25SIDE EFFECTS OF CONTRACEPTION**

Side effect	Frequency	Percent
Yes	2	1.0
No	38	19.0
NR	6	3.0
NA	154	77.0
Total	200	100.0

**Table-No-25** represents the distribution of side effect from contraception used by the respondent. Out of total respondents 154(77.0%) does not use contraception in present, 38(19.0%) respondents don't have any kind of side effect from contraception, only 2(1.0%)



respondents have side effect from contraception and remaining respondents not given information.

#### If yes, what kind of side effects

**TABLE-NO-26**

kind of side effect	Frequency	Percent
Uterus problem	1	.5
Infection and its leads to abortion	1	.5
NA	192	96.0
NR	6	3.0
Total	200	100.0

**Table-No- 26** represents the distribution of kind of side effect from contraception used by the respondent. Out of total respondents 192(96.0%) does not use contraception in present or they don't have any kind of side effect from use of contraception, 1(.5%) respondent have uterus problem, 1(.5%) respondent have infection problem and it leads to abortion and remaining respondents not given information.

**TABLE-NO- 27USE OF CONTRACEPTION BEFORE PERMANENT STERILIZATION**

Use of contraception before	Frequency	Percent
Yes	29	14.5
No	162	81.0
NR	9	4.5
Total	200	100.0

**Table –No-27** represents the distribution of use of contraception before by the respondent. Out of total respondents 162(81.0%) does not use contraception before, 29(14.5%) respondents have use contraception before and remaining respondents did not given information.

#### Miscarriage

**TABLE-NO- 28DISTRIBUTION OF RESPONDENTS BY MISCARRIAGE**

Miscarriage	Frequency	Percent
Yes	35	17.5
No	160	80.0
NR	5	2.5
Total	200	100.0

**Table-No-28** represents the distribution of miscarriage by the respondent. Out of total respondents 160(80.0%) reported that there was no miscarriage during the pregnancy, 35(17.5%) respondents reported that there was miscarriage during the pregnancy and remaining respondents did not given information.

If yes, reasons

**TABLE-NO- 29DISTRIBUTION OF RESPONDENTS BY MISCARRIAGE**

Reasons of Miscarriage	Frequency	Percent
Not proper growth baby	4	2.0
Family problems/work/burden/stress	7	3.5
Over bleeding	14	7.0
Because of burden	6	3.0
Uterus Problem	6	3.0
Inadequate transport facility	1	.5
NA	160	80.0
NR	8	4.0
Total	200	100.0

**Table-29** represents the distribution of reasons of miscarriage by the respondents. Out of total respondents 160(80.0%) reported that there was no miscarriage during the pregnancy, 14(7.0%) respondents reported that there was miscarriage during the pregnancy because of over bleeding, 10(5.0%) respondents reported that there was miscarriage during the pregnancy because of biological reason 6(3.0%) respondents reported that there was miscarriage during the pregnancy because of burden and remaining respondents did not given information. Major reasons for miscarriages are not proper growth of baby, family problems/work/burden/stress, over bleeding, uterus problems and inadequate transport facilities.

**Abortion**

**TABLE-30DISTRIBUTION OF RESPONDENTS BY ABORTION**

Abortion	Frequency	Percent
Yes	8	4.0
No	185	92.5
NR	7	3.5
Total	200	100.0

**Table-No-30** represents the distribution of abortion by the respondent. Out of total respondents 185(92.5%) reported that there was no abortion during the pregnancy, 8(4.0%) respondents reported that there was abortion during the pregnancy and remaining respondents did not given information.

If yes, reason

**TABLE-NO-31REASONS**

Reasons	Frequency	Percent
Don't want child after two child	1	.5
Family planning	1	.5
Infection in uterus	1	.5
Wanted boy	1	.5

Disable child	3	1.5
NA	185	92.5
NR	8	4.0
Total	200	100.0

**Table-No- 33** represents the distribution of reasons of abortion by the respondents. Out of total respondents 185(92.5%) reported that there was no miscarriage during the pregnancy, 3(1.5%) respondents reported that there was abortion during the pregnancy because of child was disable, 4(2.0%) respondents reported that there was abortion during the pregnancy because they don't want child after two child, family planning, infection in uterus, because of boy and remaining respondents did not given information.

### FINDINGS OF STUDY:

Majority of respondents are from open category because this is dominated by Maratha caste and Lingayat which comes under open category.

Majority of families have joint families. Still in villages of India joint families exist.

Still 7(3.5%) percentage houses of respondents are lacking all above facilities which is dangerous for health of women.

Majority of earner of family are husbands and these rural women are working but still they are not thinking as earner.

Majority of respondents' family members have education upto higher secondary level.

Majority of respondents have monthly income from 5001 to 10,000 rupees.

Majority of respondents have their menstrual period at the age of 14 to 17yrs.

Majority of them are well aware about family planning.

Out of total at present only 22 respondents is using contraception which majority of them are using male condoms. This is good change.

Out total respondents, 35(17%) have reported the miscarriage during the pregnancy, biological problem is there but still social problems like family problems/work/burden/stress are major reasons for also miscarriages which should addressed.

Majority of respondents reported that they had done the regular check-ups. But they were not telling the true.

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**DOI NUMBER: 10.5958/2278-4853.2020.00022.1**

## **FEATURES OF THE CLINICAL COURSE AND TREATMENT OF CHRONIC HEART FAILURE IN THE ELDERLY (REVIEW)**

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### **ABSTRACT**

*Chronic heart failure (CHF) takes a leading place in the structure of morbidity and among the causes of mortality in most economically developed countries of the world. At the same time, the number of patients with heart failure doubles for each subsequent decade, especially increasing after 75 years. The most common causes of heart failure in old age include atherosclerotic and post-infarction cardio sclerosis, acquired and congenital heart defects, and arterial hypertension. An increase in the life expectancy of the population and an increase in the proportion of elderly and senile people in the structure of the population contribute to an increase in the number of pathological conditions in them. The article is devoted to chronic heart failure in people of age. The prevalence of the disease, risk factors, clinical features and treatment of heart failure in old age are highlighted. During the observation, 68 (54%) patients who received a placebo died, but only 50 (39%) patients who used enalapril. This indicates a significant decrease in mortality - an average of 27%. In the following years, several dozen randomized trials were performed, which generally confirmed the results of the CONSENSUS study. When collecting a patient's life history abroad, it is recommended to pay special attention to such information as living conditions, data on caring for sick people, information about the hospitalized person's response to emergencies, and use specialized questionnaires to identify cognitive impairment (Arnold M., Miller F. , 2002). Thus, the data presented indicate that the management of patients of an older age group with heart failure has a number of features. Their knowledge can help improve the results of therapy, especially for primary care physicians.*

**KEYWORDS:** *Chronic Heart Failure Advanced Age, Coronary Heart Disease, Arterial Hypertension.*



## INTRODUCTION

CHF is a disease with a complex of characteristic symptoms (shortness of breath, fatigue and decreased physical activity, swelling, etc.), which are associated with inadequate perfusion of organs and tissues at rest or during exercise, and often with fluid retention in the body. The root cause is a deterioration in the ability of the heart to fill or empty due to damage to the myocardium, as well as an imbalance of vasoconstrictor and vasodilating neurohumoral systems.

The growing population of older age groups and a significant increase in the prevalence of chronic heart failure (CHF) during aging have led to the fact that most of the patients with this pathology are currently elderly and senile. According to the figurative expression of Michael W. Rich, CHF in the 21st century has become a “cardiogeriatric syndrome” (Rich M. W., 2001).

It is believed that physiological changes in the body during aging can predispose to the development of heart failure (Rich M. W., 2001; Arnold M., Miller F. 2002). So, due to a progressive decrease in the number of cardiomyocytes and changes in the connective tissue of the heart muscle (including amyloid accumulation) with age, regardless of the initial level of blood pressure (BP), myocardial rigidity increases and its moderate physiological hypertrophy occurs with the formation of diastolic ventricular dysfunction. Structural changes in the valves (fibrosis and calcification) and disturbances in the excitability and conduction that occur when the number of functioning cells in the sinus node and the cardiac conduction system decrease can cause a decrease in systolic myocardial function (Robin AP et al., 2006; V.N. Yarygina, A.S. Melentyev, 2007). Of particular importance in the development of CHF during aging are impaired renal excretory function, which leads to a decrease in the excretion of sodium and water and the development of volumetric overload of the vascular bed (S. P. Allison, D. N. Lobo, 2004; Chae C. U. et al., 2003). Renal dysfunction is present in 20% of the elderly; creatinine clearance can decrease to 50 ml / min or more even without concomitant pathology (Imazio M. et al., 2008).

The most common causes of heart failure in older age groups are coronary heart disease (CHD), arterial hypertension (AH), their combination and type 2 diabetes mellitus (Diabetes) (Dickstein K. et al., 2008).

Although the symptoms of heart failure and objective examination data in older people are often changed due to age-related changes and comorbid pathology, the diagnostic criteria for the disease do not change for them (Tresch D. D., 2000; V.N. Yarygina, A.S. Melentyeva, 2007). However, the identification of concomitant conditions and diseases is of particular importance for the treatment of such patients, since increased exhaustion and rapid breakdown of the body's compensatory mechanisms during aging can cause functional failure not only of the system that is affected, but also of others, including the ability to influence the clinic and the course of heart failure (Rich MW, 2001; V.N. Yarygina, A.S. Melentyeva, 2007). When collecting a patient's life history abroad, it is recommended to pay special attention to such information as living conditions, data on caring for sick people, information about the hospitalized person's response to emergencies, and use specialized questionnaires to identify cognitive impairment (Arnold M., Miller F. , 2002). The classic symptoms of congestive systolic heart failure, as a rule, appear in the elderly in the late period of the disease. A sharp restriction of physical activity and a change in lifestyle during aging leads to a decrease in complaints of shortness of breath, palpitations (Tresch D. D., 2000). Non-specific complaints prevail (generalized weakness, fatigue), which are also characteristic of symptoms of physiological aging (V.N. Yarygina, A.S. Melentyeva, 2007).

Atypical age, there are atypical signs of heart failure: the appearance of cognitive and emotional disturbances (episodes of delirium, irritability), sleep changes (both drowsiness and insomnia), decreased appetite (Rich M. W., 2001; Vogels R. L. et al., 2007). The most sensitive physical sign of heart failure in the elderly is crepitus in the basal sections, and the most specific objective sign is an increase in venous pressure in the jugular vein (Tresch D. D., 2000).

It is necessary to begin treatment of elderly patients with heart failure with the correction of the water-salt regime, the regime of physical training and lifestyle.

To date, recommendations for the diet of patients with heart failure are very specific. The main positions are as follows:

**1.** With CHF, it is recommended to limit the intake of salt, and the more, the more pronounced the symptoms of the disease and congestion:

Functional class I (FC) - do not eat salty foods (up to 3 g of NaCl per day);

II FC - plus do not add food (up to 1.5 g of NaCl per day);

III FC - plus products with a reduced salt content and preparation without salt (<1.0 g NaCl per day).

**2.** Limiting fluid intake is relevant only in extreme situations: with decompensated severe course of heart failure, requiring intravenous administration of diuretics. In normal situations, the volume of fluid is not recommended to increase more than 2 l / day (minimum intake of fluid - 1.5 l / day).

**3.** Food should be high-calorie, easily digestible, with a sufficient content of vitamins, protein (Starodubtsev AK et al., 2004; Tendra M., 2005).

An important role in assessing the condition of patients with heart failure continues to play dynamic control and self-control of body weight. An increase in body weight > 1 kg in 1-3 days most likely indicates a fluid retention in the body and a risk of decompensation.

Very important for elderly patients with heart failure is the control of trophological status. It is necessary to distinguish the following pathological conditions in a patient with heart failure: obesity, overweight, normal body weight, cachexia. The presence of obesity or overweight worsens the prognosis of a patient with heart failure, and in all cases, a body mass index (BMI) > 25 kg / m<sup>2</sup> requires special measures and limiting caloric intake.

Pathological weight loss (overt or subclinical signs) is detected in 50% of patients with heart failure. Progressive weight loss due to loss of both adipose tissue and muscle mass is called cardiac cachexia. The clinician verifies pathological weight loss in all cases:

- documented unintended loss of body weight by  $\geq 5$  kg or > 7.5% of the original (body weight without edema, that is, the patient's body weight in a compensated state) body weight for 6 months;
- at initial BMI <19 kg / m<sup>2</sup>.

The development of cachexia, as a rule, indicates a critical activation of neurohormonal systems (primarily renin-angiotensin-aldosterone), which are involved in the progression of decompensation and an inadequate increase in the activity of cytokines (primarily tumor necrosis factor- $\alpha$ ). In the treatment of such patients, a combination of drug correction of neurohormonal

disorders (level of evidence A), blockade of cytokines (level of evidence C) and nutritional support (level of evidence C) (Hunt S.A., 2005; Jaarsma T., van Veldhuisen D.J., 2008) is necessary.

Physical rehabilitation is recommended for all patients with chronic heart failure I-IV FC, the only requirement can be considered a stable course of heart failure, when there is no need for emergency administration of diuretics and intravenous administration of vasodilators and positive inotropic drugs.

The main thing for choosing a load regime is to determine the initial load tolerance using a 6-minute test: if according to the test the patient passes 100-150 m, breathing exercises and sitting exercises are shown for him. When the test result is 150-300 m, the patient is recommended a mode of small loads (up to 10 km / week). A test result of 300–600 m allows you to recommend a load level of up to 20 km / week (Jaarsma T., van Veldhuisen D.J., 2008).

Despite the fact that the approaches to the treatment of elderly patients with heart failure do not differ from the recommendations for the treatment of middle-aged patients, when prescribing drug therapy to the elderly, it is necessary to take into account the age-related characteristics of the pharmacokinetics and pharmacodynamics of drugs associated with age-related features of the functioning of organs and systems.

When prescribing drug therapy in the elderly and senile age, the following should be considered:

- absorption of drugs is slightly reduced and slowed down;
- the total volume of water in the body of elderly patients is less, with the introduction of a water-soluble drug, its concentration increases, when using a fat-soluble drug, it decreases;
- increased bioavailability due to decreased metabolism during the first passage;
- renal function worsens with age, which leads to a decrease in the elimination of drugs (especially drugs with a low therapeutic index, digoxin, etc.);
- the severity and duration of the drug depends not only on the pharmacokinetic changes, but also on how it is modified;
- severe adverse reactions in the elderly are more likely to occur when using the following five groups of drugs: cardiac glycosides, diuretics, antihypertensive drugs, antiarrhythmics, anticoagulants;
- dehydration, mental disorders, hyponatremia, hypokalemia, cerebral and thrombotic complications, orthostatic hypotension are possible.

It is also necessary to keep in mind the frequent presence of concomitant pathology requiring specific treatment and the high risk of developing adverse reactions with medical treatment. Finally, in elderly patients with CHF, it is necessary to take into account a decrease in adherence to treatment (compliance), often due to a decrease in memory and / or intelligence.

Therefore, elderly people should be prescribed, if possible, the smallest amount of medication, in a minimally effective dose and with a simple regimen for their administration (sometimes written explanations are required). It should also be noted that prolonged bed rest and immobility often have an adverse therapeutic and psychological effect (Komajda M. et al., 2005).

In this regard, when prescribing medicines, elderly patients with heart failure should adhere to three golden rules:

- start treatment with low doses of the drug ( $\frac{1}{2}$  usual dose);
- slowly increase the dosage;
- monitor the possible occurrence of side effects of drugs (Preobrazhensky D.V. et al., 2005).

As already mentioned, the approaches to drug treatment of elderly patients with heart failure do not differ from the generally accepted.

The basis of long-term drug therapy for heart failure today is drugs whose action is aimed at reducing the neurohumoral activity of the renin-angiotensin, sympathoadrenal systems, as well as the correction of hyperaldosteronism: angiotensin-converting enzyme inhibitors (ACEs),  $\beta$ -adrenergic receptor inhibitors and inhibitors. The existing evidence base indicates that the appointment of drugs of these classes contributes not only to improving quality, but also increasing the life expectancy of patients with heart failure (Voronkov L.G. and spivavt., 2006; Belenkov Yu.N., Mareev V.Yu., 2008).

The beneficial effect of ACE inhibitors in CHF has been proven in numerous multicenter, large-scale, placebo-controlled studies (CONSENSUS I, SOLVD, as well as SAVE, AIRE, TRACE, etc.). In these studies, not only a good clinical effect and effect on hemodynamics and remodeling were revealed, but the most important thing was a significant improvement in patient survival, a decrease in the need for repeated hospitalizations (Mc. Murray J.J., Stewart S., 2002).

For the first time, the beneficial effect of ACE inhibitors on the prognosis of life in patients with heart failure was demonstrated by the example of enalapril in a study by CONSENSUS (1987). This study was terminated early after it became apparent that mortality in the group of patients treated with enalapril was significantly lower than in the control. During the observation, 68 (54%) patients who received a placebo died, but only 50 (39%) patients who used enalapril. This indicates a significant decrease in mortality - an average of 27%. In the following years, several dozen randomized trials were performed, which generally confirmed the results of the CONSENSUS study. According to summary data, the use of ACE inhibitors reduces the mortality of patients with heart failure by an average of 23% and reduces the total number of deaths and hospitalizations due to decompensation of heart failure by an average of 35% (Swedberg K. et al., 2005).

In addition to the effect on mortality, a meta-analysis of 10 randomized trials showed that treatment with ACE inhibitors lasting at least 3 months reduces the total number of deaths and hospitalizations due to decompensated heart failure by an average of 24% ( $p < 0.05$ ) (Remme WJ, Swedberg K., 2001; Gurevich M.A., 2008).

Thus, long-term therapy with ACE inhibitors significantly improves the long-term prognosis in patients with heart failure due to systolic dysfunction of the left ventricle, and also significantly reduces the need for re-hospitalization of patients with heart failure. These data equally apply to the elderly.

Blockers of  $\beta$ -adrenergic receptors have no less evidence base justifying the need for prescribing in CHF.

As evidence, we consider the results of international multicenter randomized placebo-controlled trials covering a total of more than 10,000 patients - USCP, CIBIS-II, MERIT-HF,

COPERNICUS, SENIORS, etc. They show that the addition of a  $\beta$ -adrenoreceptor blocker to the standard one (necessarily including ACE inhibitors) treatment of patients with clinically manifested CHF and left ventricular ejection fraction (LVEF)  $\leq 40\%$  and the subsequent implementation of such a regimen for a long time is accompanied by a significant reduction in mortality by 34-65% and hospitalizations by 20-30%. Such a significant clinical effect of  $\beta$ -adrenoreceptor blockade in CHF is quite explainable, since norepinephrine is one of the most aggressive neurohormones, the increase of which from 600 to 900 pg / ml leads to an increase in mortality from CHF progression by 40%. In addition, a high level of norepinephrine significantly increases the likelihood of developing fatal heart rhythm disturbances (Bristow M.R., 2000; Dzyak G.V., Hanyukov A.A., 2009).

Another class with a proven positive effect on the prognosis of heart failure is aldosterone inhibitors. To date, it has been shown that secondary hyperaldosteronism, which develops in CHF due to excessive synthesis of adrenocorticotrophic hormone, plays an important role in the pathogenesis of heart failure. A consequence of excess aldosterone is an increase in the synthesis and accumulation of collagen type I and III ("wrong"), which increases myocardial rigidity. This is accompanied by the development of both perivascular and interstitial myocardial fibrosis, remodeling of the heart and blood vessels. Deterioration of vasomotor reactivity of the coronary vessels, decrease in coronary reserve and perfusion of the heart muscle lead to the death of some cardiomyocytes, accelerating the processes of fibrosis. This causes not only a violation of diastolic relaxation of the left ventricle (diastolic dysfunction), but also the development of its systolic dysfunction. During "collagenization" of the myocardium, myofibrils are isolated, the distance between them and the capillaries increases, which disrupts the nutrition of muscle bundles and leads to their degeneration, stimulation of apoptosis of cardiomyocytes. Thus, remodeling of the heart muscle is caused both by cardiomyocyte hypertrophy due to volume overload and increased vascular tone, and their fibrosis due to excessive aldosterone synthesis. Due to the delay in the excretion of  $\text{Na}^+$  from the blood plasma during activation of aldosterone secretion, the preload on the left ventricle increases due to an increase in the volume of circulating blood, and an increase in the excretion of  $\text{K}^+$  and  $\text{Mg}^+$  ions in the urine provokes arrhythmia (Tendera M., 2005; Swedberg K. et al., 2005).

The use of cardiac glycosides in the elderly without clinically defined signs of heart failure is impractical. This is due to the high possibility of developing side effects, the lack of clear data on the effectiveness of drugs and information that cardiac glycosides in the elderly can even increase mortality.

These features with the same dose of the drug provide a concentration of cardiac glycosides in blood plasma in elderly patients 1.5–2 times higher than in middle-aged people, which leads to a high risk of glycoside intoxication, side effects of glycosides (including arrhythmias) and the rapid development of drug refractoriness (Remme WJ, Swedberg K., 2001).

Thus, the data presented indicate that the management of patients of an older age group with heart failure has a number of features. Their knowledge can help improve the results of therapy, especially for primary care physicians. The treatment of heart failure in elderly people is a rather complicated clinical task, for the successful solution of which it is necessary to take into account the physiology and psychology of the elderly person, the age-related features of the pharmacokinetics and pharmacodynamics of drugs, especially the inter-drug interactions in an aging organism, and a number of other points, the knowledge of which will allow the doctor successfully fight for the life and health of their elderly patients.



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**DOI NUMBER: 10.5958/2278-4853.2020.00023.3**

## **NEED OR PURPOSE: AN EXAMINATION OF CAESARIAN DELIVERY IN INDIA**

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### **ABSTRACT**

*In India the rate of caesarean section delivery has increased from 7.2 per cent to 17.2 per cent between 1998-99 and 2015-16 (NFHS, 2015-16). The contribution of private institutions is much higher than public institutions in caesarian deliveries. By using NFHS data, the present paper analyses the trend and pattern of caesarian delivery in India. The rate of caesarian section deliveries has been continuously increasing, especially in southern states. Private institutions are now becoming only profit making health care system, so there is a need to improve public health care infrastructure to attract patients and to reduce C-section for non-medical explanations.*

**KEYWORDS:** *Caesarian, Hospitals, Health Care, Child Birth*

### **1. INTRODUCTION**

Caesarian section or also known as C-section delivery is basically means when a baby is taken out from her mother's womb by surgical methods. This process is done when it is not possible for the mother to give natural birth to child and have a health risk to both child and mother. In this context, caesarian delivery has become a serious problem throughout the world as it increases at a rapid pace. At the beginning of twenty first century, the average caesarian delivery rate was 3.5 per cent in Africa, 15.9 per cent in Asia, 19 per cent in Europe, 24.3 per cent in North America and 29.2 per cent Latin America and the Caribbean (Betran, 2007). However, huge variations in the rate of caesarian section among the countries of the same continent have been observed. In the United States of America, the rate of caesarean birth increased from 20.7 per cent in 1996 to 31.1 per cent in 2006 (MacDorman et al., 2008). In Brazil, C-section delivery rate has raised from 15 per cent in 1974 to 45.9 per cent in 2008 (Chacham and Perpetuo, 1998; Gibbons, 2010). The increasing trend of C-section has spawned much controversy regarding the causes of such phenomenon. In one of the developing nations like China, one important cause of

growing rate of C-section delivery can be credited to the increase of institutional births (Sufang, 2007). In India the rate of caesarean section delivery has increased from 7.2 per cent to 17.2 per cent between 1998-99 and 2015-16 (NFHS, 2015-16). Kambo et al. (2002) analyses the data of 30 medical colleges and found that the rate C-section delivery has been increased from 21.8 percent in 1993-94 to 25.4 per cent in 1998-99. It has been also found that private sector deliveries had a higher contribution of C-section delivery in comparison with public sector (Sreevidya and Sathiyasekaran, 2003). The importance of caesarian delivery cannot be neglected at any cost because it saves lives of mother and child in extreme complication, but there is a need to find out why the cases of caesarian delivery have been continuously increasing over time.

## **2. DATA AND METHODOLOGY:**

The data for the present analysis have been taken from the National Family Health Survey (NFHS) conducted during 1998–1999 (NFHS-II), 2005-2006 (NFHS-III) and 2015-2016 (NFHS-IV). In this paper, simple analytical tools have been taken into consideration to highlight the trend and pattern of caesarian deliveries in India.

## **3. LITERATURE SURVEY:**

Caesarean section delivery in India is reported as a most adopted method of delivery (Ghosh and James, 2010, Radha et.al 2015). During the last decade, the cases of caesarean delivery are found comparatively high (Osterman et.al, 2014). It is attributed to the fact that the caesarean delivery reduces the risks occurred due to various complications during childbirth to both mother and child health (Anderson, 2004; Lauer et.al, 2010). Although caesarean delivery is proven as a reasonably safe method of delivery, but it has a higher risk of complications compared to a vaginal birth (Wagner, 2000). Most commonly complication occurred during c section delivery are heavy blood loss, infection, vomiting, headache, injuries to organ and injury to child (Thomas and Paranjothy, 2001). Additionally high cost of operation and stay charges in hospitals is yet another problem related to it (Robson et.al, 2013). A growing tendency seems to emerge in India for adoption of caesarean delivery (Mukherjee, 2006).

## **4. Analysis and Interpretation:**

The national average of C-section deliveries in India is 17.2 in the year 2015-16 (Table1). There is an overall 10 percent points increase in rate of caesarian deliveries from 1998-99 to 2015-16. There are thirteen states where the rates are high than the national average. The newly formed state Telangana registered highest percent of caesarian deliveries in 2015-16. It has been followed by Andhra Pradesh, Kerala and Tamil-nadu. On the other hand the states including Nagaland, Bihar, Meghalaya, Rajasthan and Arunachal Pradesh have relatively lower rate. If one looks at the increasing rate of deliveries that is from 1998-99 to 2015-16, the states of Andhra Pradesh and Jammu & Kashmir have reported huge increase of above 20 percent points. While Mizoram, Bihar and Arunachal Pradesh recorded very low increase in caesarian deliveries. There are inter-state variations in rate of caesarian deliveries. This can be attributed to the fact that some states are economically backward and they don't have proper health care facilities. But the increasing trend is not only need; it is also become a purpose. For private hospital it a process by which they can make a good amount of money as vaginal delivery is not as chargeable. Additionally, now-a-days women also demands for caesarian delivery to avoid labour pain. About 50 percent deliveries in private sector are of caesarian type (Table 2). In fact, in nine states more than 50 percent deliveries are C-section in private hospitals. This type of delivery in private sector involves a longer stay in institution and also requires a high sum of money. In

public hospitals the rate is low this is because of poor medical services and lack of infrastructure in these hospitals.

**TABLE 1: PERCENT OF CAESARIAN DELIVERY IN STATES OF INDIA**

<b>States</b>	<b>NFHS-I (1998-99)</b>	<b>NFHS-II (2004-05)</b>	<b>NFHS-III (2015-16)</b>	<b>Change from 1998-99 to 2015-16</b>
Andhra Pradesh	14.7	27.4	40.1	25.4
Arunachal Pradesh	5.4	2.9	8.9	3.5
Assam	5.0	6.5	13.4	8.4
Bihar	3.0	4.0	6.2	3.3
Chhattisgarh	-	5.6	9.9	-
Goa	20.0	25.5	31.4	11.4
Gujarat	8.6	8.8	18.4	9.9
Haryana	4.3	5.0	11.7	7.5
Himachal Pradesh	6.8	13.1	16.7	9.9
Jammu & Kashmir	10.6	14.1	33.1	22.5
Jharkhand	-	4.9	9.9	-
Karnataka	11.0	15.3	23.6	12.6
Kerala	29.8	30.1	35.8	6.0
Madhya Pradesh	3.0	6.8	8.6	5.6
Maharashtra	9.9	15.7	20.1	10.2
Manipur	5.4	10.1	21.1	15.7
Meghalaya	2.9	5.3	7.6	4.7
Mizoram	11.3	6.0	12.7	1.4
Nagaland	1.8	3.0	5.8	4.1
Sikkim	7.0	14.5	20.9	13.9
Odisha	5.2	6.1	13.8	8.6
Punjab	8.3	16.4	24.6	16.3
Rajasthan	3.0	4.1	8.6	5.6
Tamil Nadu	17.4	23.0	34.1	16.7
Telangana	-	-	58	-
Tripura	7.5	13.7	20.5	13.0
Uttar Pradesh	2.6	5.9	9.4	6.8
Uttarakhand	-	8.4	13.1	-
West Bengal	13.4	14.9	23.8	10.4
<b>Total</b>	<b>7.2</b>	<b>10.6</b>	<b>17.2</b>	<b>10.0</b>

Source: Various rounds of National Family Health Survey (I- 1998-99, II- 2004-05, III- 2015-16).

**TABLE 2:PERCENT CAESARIAN DELIVERIES IN PRIVATE AND PUBLIC INSTITUTIONS (2015-16).**

States	private	public	States	private	public
Andhra Pradesh	57	25.5	Manipur	46.2	22.6
Arunachal Pradesh	37.5	12.5	Meghalaya	31.4	9.8
Assam	53.3	12.9	Mizoram	30.1	12.3
Bihar	31	2.6	Nagaland	31.5	13.4
Chhattisgarh	46.6	5.7	Sikkim	49.3	18.1
Goa	51.3	19.9	Odisha	53.7	11.5
Gujarat	26.6	10.8	Punjab	39.7	17.8
Haryana	25.3	8.6	Rajasthan	23.2	6.1
Himachal Pradesh	44.4	16.4	Tamil Nadu	51.3	26.3
Jammu & Kashmir	75.5	35.1	Telangana	74.5	40.3
Jharkhand	39.5	4.6	Tripura	73.7	18.1
Karnataka	40.3	16.9	Uttar Pradesh	31.3	4.7
Kerala	38.6	31.4	Uttarakhand	36.4	9.3
Madhya Pradesh	40.8	5.8	West Bengal	70.9	18.8
Maharashtra	33.1	13.1	<b>Total</b>	<b>40.9</b>	<b>11.9</b>

**Source: NFHS-IV****5. CONCLUSION:**

The rate of caesarian section deliveries has been continuously increasing, especially in southern states. The significant increase in this type of delivery indicates overuse of medical technology and increasing risk factor for mother and child. It should be monitored by introducing some measures so that only necessarily deliveries could take place through C-section and rest of women could give birth naturally to their child. Private institutions are now becoming only profit making health care system, so there is a need to improve public health care infrastructure to attract patients and to reduce C-section for non-medical explanations. Various programs should be organized to aware women about type of deliveries. An inspection team should be there to check caesarian deliveries in both public and private sectors.

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**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00024.5**

## **CRITERIA FOR ASSESSING THE INTERNATIONAL COOPERATION OF A HIGHER EDUCATIONAL INSTITUTION**

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### **ABSTRACT:**

*The article is devoted to an empirical study aimed at preparing effective criteria for assessing the international cooperation of a higher educational institution. As a result of this work, a relatively large number of different indicators are collected and summarized (monitoring), on the basis of which the management of a higher educational institution determines the ways and directions of future development. It is important to understand that a well-developed strategy still needs to be effectively implemented in everyday practice. In this regard, the main purpose of the prepared criteria is, first of all, the development and improvement of adequate indicators, providing objective control over the implementation of the development strategy of international cooperation of a higher educational institution. In modern conditions, this skill is a competitive advantage, as it is by its nature unique and difficult to copy. In the meantime, the use of intangible assets, in contrast to traditional tangible ones, requires the use of other assessment criteria, which highly actualizes the organization and conduct of appropriate empirical research. At the same time, these assessment criteria do not replace the very process of elaboration of a management strategy for the development of international cooperation, but serve only as a tool for its successful implementation, which makes it possible to put into practice the strategic plans of a higher educational institution in a project way, transforming them into the language of operational management.*

**KEYWORDS:** *Assessment Criteria, Assessment Of International Cooperation, International Cooperation, Higher Education Institution, Factor Analysis.*

## INTRODUCTION

As we know, any area of activity of a higher educational institution is assessed using a number of indicators related to its various aspects. In turn, each staff unit of the educational institution is responsible for such aspects of activity and systematically provides data on the work accomplished in the form of formalized reports based on relevant indicators and criteria. As a result of this work, a relatively large number of different indicators are collected and summarized (monitoring), on the basis of which the management of a higher educational institution determines the ways and directions of future development. The main difficulty in this process lies in the optimal choice of relevant criteria for evaluating various aspects of the activity in particular international cooperation of a higher educational institution, as well as in taking an effective decision based on their analysis regarding the strategic development of a higher educational institution.

According to some researchers, when implementing the strategy of international cooperation, it is important to evaluate the financial benefits of a higher educational institution from this type of activity, as well as intangible assets such as the image of an educational institution, loyalty of partners, potential opportunities, experience, commitment and flexibility of specialists.<sup>1</sup>

At the same time, focusing only on financial criteria does not provide objective information on the effectiveness of international cooperation of a higher educational institution and does not allow to prepare an effective forecast for its development. In this regard, it would be appropriate to apply non-financial criteria, which should not only complement them, but also be in a logical connection with them.<sup>2</sup>

Thus, a balanced system of relevant criteria for assessing the international cooperation of a higher educational institution should contribute to:

- growth of income from international cooperation;
- expanding partnerships with foreign educational institutions;
- identifying key internal processes that a higher educational institution should focus on in order to improve its international image;
- creation of a continuous assessment system with feedback, which allows you to systematically evaluate the dynamics of changes in the effectiveness of international cooperation;
- attracting foreign investment in the science of a higher educational institution;
- development of internal structures of higher educational institutions;
- optimization of corporate culture and internal climate of teams;
- Increasing the satisfaction of specialists with their professional work.<sup>3</sup>

The essence of the prepared criteria is to present the management strategy and the development of international cooperation in several perspectives, set relevant goals and measure their reach. Evaluation criteria should be projected as much as possible on the entire process of international cooperation of a higher educational institution by developing individual goals within the framework of already developed strategies and stimulate specialists to understand their role in its implementation.

The development of a higher educational institution as a whole depends on an optimally formulated and understandable strategy for international cooperation. It is important to understand that a well-developed strategy still needs to be effectively implemented in everyday

practice. In this regard, the main purpose of the prepared criteria is, first of all, the development and improvement of adequate indicators, providing objective control over the implementation of the development strategy of international cooperation of a higher educational institution. The developed criteria should become a certain core of the management system for the development of international cooperation of a higher educational institution, which will allow a comprehensive assessment of its effectiveness.<sup>4</sup>

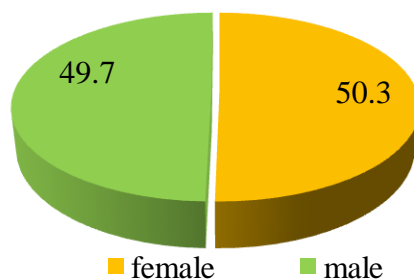
Using the prepared criteria, the implementation of the strategy can become a regular activity of all structural divisions of a higher educational institution involved in the development management process by planning, accounting, monitoring and analyzing relevant indicators. Thus, a development strategy for international cooperation can claim to be complete and effective only if it reflects effective criteria for evaluating it.

The analysis of various studies in the field of preparing assessment criteria for higher educational institutions indicates the urgent need for systematic improvement of the monitoring process of the current activities of any educational institution.<sup>5</sup> At the same time, a significant drawback in existing research is the lack or poor development of effective management of certain areas of higher educational institutions in the new conditions of autonomy, as well as the internationalization of education.

The ability to create and manage intangible assets on a strategic scale, transferring this skill to the younger generation during their preparation, in fact, determines the effectiveness of the higher educational institution, both in the domestic and foreign educational services markets. In modern conditions, this skill is a competitive advantage, as it is by its nature unique and difficult to copy. In the meantime, the use of intangible assets, in contrast to traditional tangible ones, requires the use of other assessment criteria, which highly actualizes the organization and conduct of appropriate empirical research.

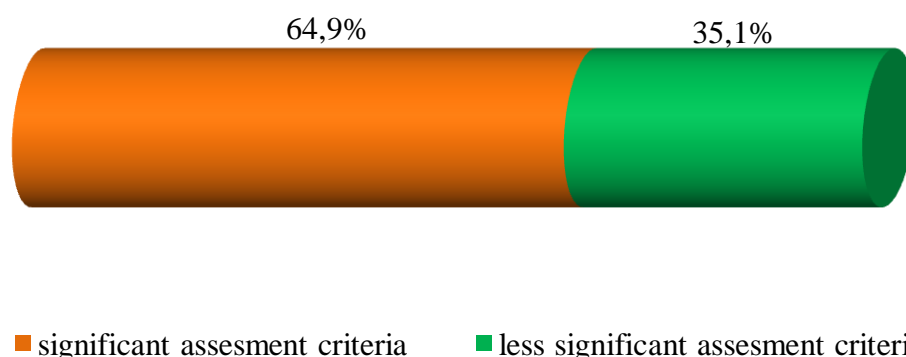
For this purpose, we prepared a special expert questionnaire based on aspects of a typical analysis of the external and internal environment of a higher educational institution in the field of its international cooperation. Thus, the expert questionnaire covered 74 characteristics (criteria) that need to be assessed. To facilitate this process (evaluation), an explanatory instruction was developed and a ten-point scale was applied with the corresponding explanatory gradations.

An empirical study involved 183 respondents, both female (92 people, 50.3%) and males (91 people, 49.7%) with significant experience in higher educational institutions (10 to 15 years) - 60 people, 32.8%, from 16 to 20 years - 58 people, 31.7%, from 21 years and more - 65 people, 35.5%), including 41 (22.4%) education managers, 142 (77.6%) lecturers of higher educational institutions (Fig. 1).



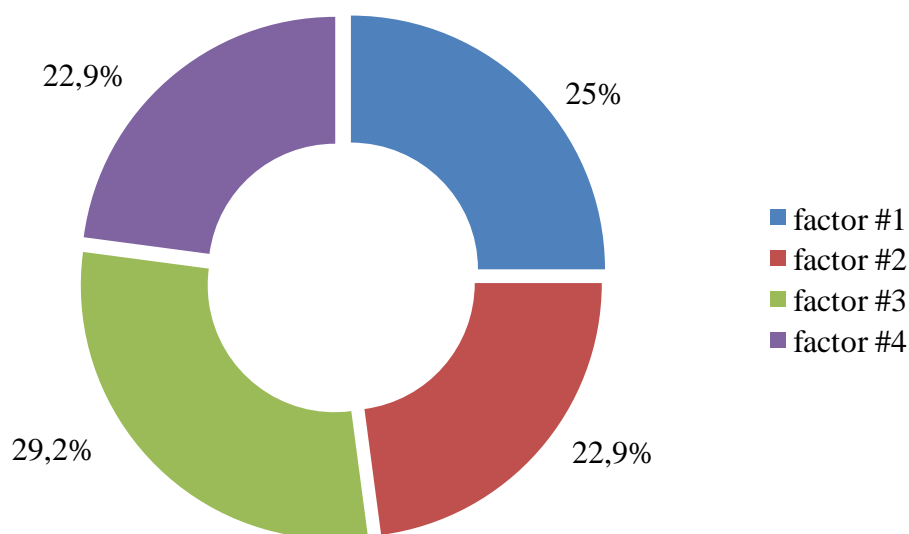
**Fig. 1 Characteristics of experts on defining the relevant criteria for assessing international cooperation of higher educational institutions by gender**

According to the results of an expert survey, the average score for each criterion was calculated. Criteria that received 8 or more average points, i.e. assessed by experts at a higher than average level of compliance, were summarized in a separate table. Thus, according to experts, of the 74 criteria presented, 48 (64.9%) are above the average for assessing the international cooperation of a modern higher educational institution. Accordingly, 26 (35.1%) criteria were evaluated as less significant (Fig. 2).



**Fig. 2. The results of the expert assessment of the significance of the criterion for assessing international cooperation of a modern higher educational institution**

The selection of significant criteria allowed to conduct a factor analysis of the obtained expert assessment data. As a result of our work, we obtained four factors that covered statistically significant evaluation criteria (Fig. 3).



**Fig. 3. The results of factor analysis of expert assessment on defining the relevant criteria of international cooperation of higher educational institutions by gender**

Thus, the first factor (4.9) covered the following 12 criteria for assessing the international cooperation of a higher educational institution: a positive image of a higher educational institution - 0.7; membership of a higher educational institution in international organizations, foundations - 0.69; the availability of the brand of a higher educational institution - 0.65; weak or lack of a marketing services and marketing strategy (pricing, organizational, institutional) of a higher educational institution - 0.58; establishment of branches of a higher educational institution abroad - 0.56; increase of students number - 0.54; attraction of additional financing - 0.52; weak or lack of proper advertising of a higher educational institution at the international level - 0.49; lack of leadership strategy of a higher educational institution - 0.49; participation of a higher educational institution in international scientific and educational programs - 0.49; the lack of a higher educational institution in international rankings - 0.45; availability of an international structure in a higher educational institution - 0.43. Based on the semantic content, the first factor was named - international image of a higher educational institution.

The second factor (3.4) covered the following 11 criteria for assessing the international cooperation of a higher educational institution: a small number of joint educational and scientific programs with foreign educational institutions, scientific institutions, organizations, etc. - 0.69; decrease in the number of foreign applicants - 0.63; reduced quality of students training, insufficient practical training of students - 0.56; attendance in a higher educational institution of a wide range of study programs for foreign citizens, adapted to the requirements of the modern market - 0.54; raising funds from international foundations, institutions, organizations for the implementation of various educational programs at a higher educational institution - 0.52; creation of new educational programs - 0.51; poorly developed or lack of distance learning in a higher educational institution - 0.51; creation of joint educational and scientific programs with foreign higher educational institutions, scientific institutions, organizations, etc. - 0.51; insufficiently developed system for the provision of additional educational services of a higher educational institution - 0.45; participation in programs of inter-State and inter-university exchange of students, graduate students, doctoral students, faculty - 0.42; high level of fundamental training of specialists for foreign countries, taking into account the specifics of their activity - 0.4. Based on the semantic content, the second factor was named - international educational activity of a higher educational institution.

The third most important factor (3.2) covered the following criteria for assessing international cooperation of a higher educational institution: conducting joint scientific research with foreign higher educational institutions, scientific institutions, organizations, etc. - 0.62; attracting faculty members of foreign educational institutions to participate in pedagogical and scientific activity in a higher educational institution - 0.61; establishment of direct relations with higher educational institutions, scientific institutions and enterprises of foreign countries, international organizations, foundations, etc. - 0.56; a small number of foreign graduate and doctoral students - 0.55; creation of joint ventures with foreign partners, laboratories, technology parks - 0.54; organization of international conferences, symposia, congresses - 0.54; participation in international scientific projects and programs - 0.53; pedagogical and research activity of the teaching staff abroad - 0.53; introduction of the results of scientific, technical, technological and other developments of a higher educational institution, sale of patents and licenses on the international market - 0.53; raising funds from international foundations, institutions, organizations for the implementation of scientific and other programs at a higher educational institution - 0.5; insignificant ranking of the faculty in international scientific and metric

databases - 0.5; a small number of scientists receiving individual grants and scholarships - 0.49; a small number of joint scientific programs with foreign educational institutions, scientific institutions, organizations, etc. - 0.49; low foreign language proficiency of faculty - 0.48. Based on the semantic content, the third factor was named - international scientific activity of a higher educational institution.

The final fourth important factor (3.2) covered the following 11 criteria for assessing the international cooperation of a higher educational institution: availability of a highly qualified faculty in a higher educational institution - 0.61; availability in a higher educational institution of a significant amount of extra-budgetary funds coming from international educational and research activity - 0.59; provision on a high level of the educational process with computer equipment - 0.58; lack of the latest equipment for practical training in a higher educational institution - 0.55; shortage of young research staff - 0.55; additional attraction of extra budgetary funds from international activities - 0.55; insufficient provision of computer programs and information resources of a higher educational institution - 0.53; the lack of modern dormitories for foreign students, graduate students and faculty in a higher educational institution - 0.52; lack of virtual libraries, access to electronic libraries in a higher educational institution - 0.51; availability of modern material and technical base in a higher educational institution of its own, - 0.5; availability of modern libraries in a higher educational institution - 0.48. Based on the semantic content, the fourth factor was named—provision of international cooperation of a higher educational institution.

Based on the foregoing, we can conclude that in order to identify adequate criteria for assessing international cooperation of a higher educational institution, an empirical study was organized (n = 183), where we carried out an expert assessment of 74 characteristics (criteria), reflecting aspects of a typical analysis of external and internal environment of higher education institutions in the field of its international cooperation. The ranking and factor analysis of the results of the expert survey allowed us to identify four factors that combined 48 statistically significant criteria for assessing international cooperation of a higher educational institution: international image of a higher educational institution - 12 (25%) criteria; international educational activity of a higher educational institution - 11 (22.9%) criteria; international scientific activity of a higher educational institution - 14 (29.2%) criteria; provision of international cooperation of a higher educational institution - 11 (22.9%) criteria. At the same time, these assessment criteria do not replace the very process of elaboration of a management strategy for the development of international cooperation, but serve only as a tool for its successful implementation, which makes it possible to put into practice the strategic plans of a higher educational institution in a project way, transforming them into the language of operational management.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
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Research**

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**DOI NUMBER: 10.5958/2278-4853.2020.00025.7**

## **MORPHOLOGICAL STRUCTURE OF THE MEAT OF BULL-CALVES IN DIFFERENT GENOTYPE IN THE CONDITION OF KARAKALPAKSTAN**

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### **ABSTRACT**

*The article presents information about morphological structure of the meat of bull-calves in different genotype which belong to black-mixed and red desert kind, and got as a result of breeding these cows with the family of golshtin. When they become older development of bone issues gets slower, growth of meat and fat issues gets faster. The theme in this field is important, because planned kinds for territory, which is considered as the object of experiment, and generation, got as a result of mutual breeding them, were chosen. One of the main indicators of meat, which characterize meat quality, is its morphological structure. So, quality of parts of meat depends on correlation of muscle, fat, bone, connecting issues and this quality indicator is as a result of influence of animal' heredity and genotype factors.*

**KEYWORDS:** *Morphological, Golshtin, Fattening, Generation, Kind, Genotype, Breeding, Climate, Breedy, Pure Kind, Structure.*

### **INTRODUCTION**

#### **Importance of the theme**

At present, amount of meat for every person is less than the level of necessity in the Republic of Karakalpakstan, that's why, it is important to increase and develop meat production which stands at the first place in meat structure. It is known that morphological structure of cattle meat creates convenience in assessing its quality. Parts of meat are divided into pieces as used for food and out of use. Pieces used for food are meat and fat issues, and bone, ligament are out of use. The more meat and fat issues in pieces, the higher its quality. Consisting a lot of meat and fat depends

on genotype, weight, age and gender of cattle. Meat and fat issues are collected more in the body of specially fattened old cattle than the cattle of other age. Because bone issues of young cattle grow fast. When they become older development of bone issues gets slower, growth of meat and fat issues gets faster. The theme in this field is important, because planned kinds for territory, which is considered as the object of experiment, and generation, got as a result of mutual breeding them, were chosen.

### The aim of the research

Developing cattle meat production in natural climate and specific ecological condition of the Republic of Karakalpakstan, which is changeable, hot in summer and very cold in winter.

### METHODS OF THE RESEARCH

Experimental part of the research was conducted in the farm “Maksud”, which is specialized for cattle breeding in Beruniy region of the Republic of Karakalpakstan during 2018-2020. For this pure kind black-mixed bull-calves were introduced to I group  $F_1$  ( $\frac{1}{2}$  black-mixed x  $\frac{1}{2}$  golshtin) to II group, pure kind red desert to III group and breeding bull-calves of  $F_1$  ( $\frac{1}{2}$  red desert x  $\frac{1}{2}$  golshtin) to IV group on the basis of similarity and 10 bull-calves to each group. Indicators of morphological structure of bull-calves' meat on their 21 months age were given in this article.

### RESULTS OF THE RESEARCH

Slaughtering period of experimented bull-calves in different genotype, weight of whole meat, pith meat, top, first and second type, bone weight, bone expenditure, weight of ligament and connecting issues, part of meat used for food and out of use, and meat coefficient in the research. This is given in the following 1<sup>st</sup> table.

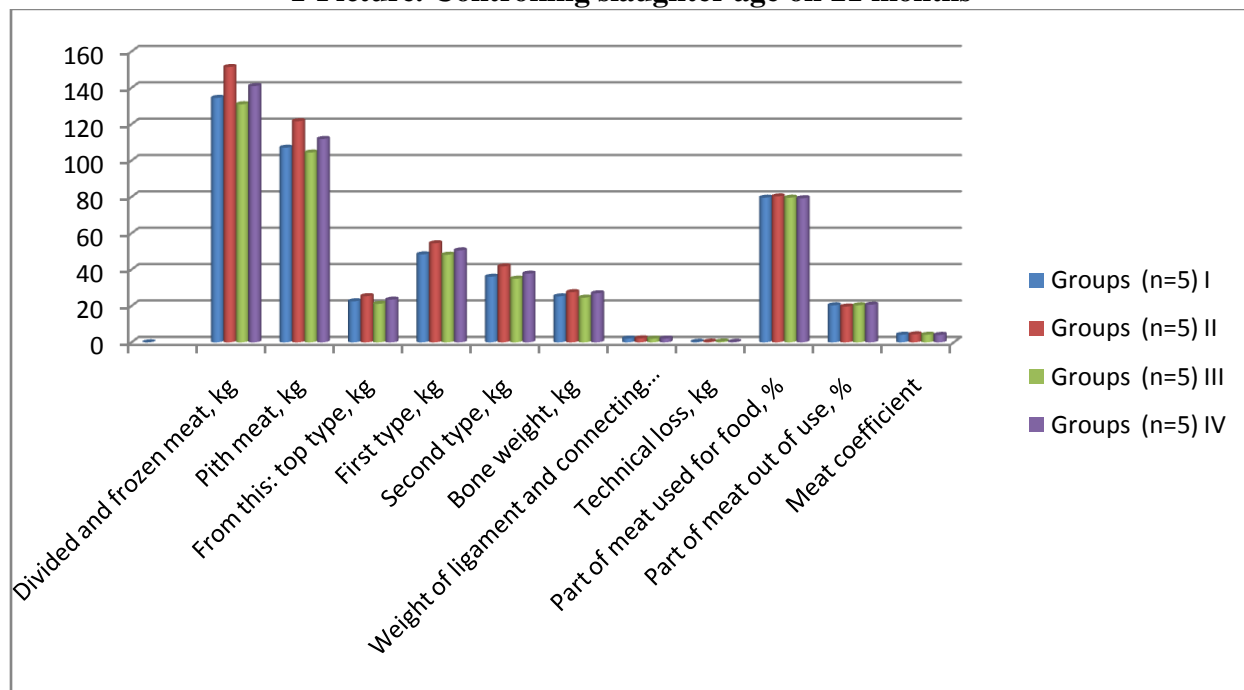
**TABLE 1MORPHOLOGICAL STRUCTURE OF MEAT OF EXPERIMENTED BULL-CALVES( $X \pm S_x$ )**

Indicators	Groups (n=5)			
	I	II	III	IV
	Controlling slaughter age on 21 months			
Divided and frozen meat, kg	134,5 $\pm$ 1,65	151,5 $\pm$ 1,90	131,0 $\pm$ 1,85	141,0 $\pm$ 1,77
Pith meat, kg	107,1 $\pm$ 1,81	121,7 $\pm$ 1,92	104,4 $\pm$ 1,79	111,9 $\pm$ 1,35
From this: top type, kg	22,6 $\pm$ 0,04	25,4 $\pm$ 0,07	21,2 $\pm$ 0,08	23,5 $\pm$ 0,06
First type, kg	48,4 $\pm$ 0,07	54,5 $\pm$ 0,16	48,2 $\pm$ 0,11	50,6 $\pm$ 0,09
Second type, kg	36,1 $\pm$ 0,13	41,8 $\pm$ 0,09	35,0 $\pm$ 0,12	37,8 $\pm$ 0,04
Bone weight, kg	25,3 $\pm$ 0,09	27,6 $\pm$ 0,12	24,6 $\pm$ 0,08	27,0 $\pm$ 0,06
Bone expenditure, %	18,8 $\pm$ 0,08	18,2 $\pm$ 0,10	18,7 $\pm$ 0,07	19,1 $\pm$ 0,03
Weight of ligament and connecting issues, kg	2,1 $\pm$ 0,01	2,2 $\pm$ 0,01	2,0 $\pm$ 0,01	2,1 $\pm$ 0,02
Weight of ligament and connecting issues, %	1,5 $\pm$ 0,02	1,4 $\pm$ 0,02	1,5 $\pm$ 0,01	1,4 $\pm$ 0,03
Technical loss, kg	0,3 $\pm$ 0,02	0,4 $\pm$ 0,02	0,5 $\pm$ 0,03	0,3 $\pm$ 0,02
Part of meat used for food, %	79,6	80,3	79,6	79,3
Part of meat out of use, %	20,4	19,7	20,4	20,7
Meat coefficient	4,2	4,4	4,2	4,1

The analysis of table 1 shows that, amount of pith meat in divided meat of II group animals was average 121,7 kg, this indicator was 107,1; 104,4 and 111,9 kg in I, III and IV group animals. It is seen that, according to the indicator, II group is more than I group to 14,6 kg ( $p<0,01$ ) or 13,6 %, III group to 17,3 kg ( $p<0,01$ ) or 16,5% and IV group to 9,8 kg ( $p<0,01$ ) or 8,7 %.

The main part of pith meat consists of the top and first type of meat in all groups. But according to this indicator it was defined that II group animals achieve domination than other animals (I, III, IV groups).

**1-Picture. Controlling slaughter age on 21 months**



Top and first type parts of pith meat of bull-calves in the II group was 79,9 kg, and it was more than I group to 9,9 kg ( $p<0,01$ ) or 13,9 %, III group to 10,5 kg ( $p<0,01$ ) or 15,1% and IV group to 5,8 kg ( $p<0,01$ ) or 7,8%.

Weight of the second type part in groups was I-36,1; II-41,8; III-35,0; IV-37,8; kg. Bone weight in groups was 25,3; 27,6; 24,6; 27,0 kg. Bone expenditure was 18,8; 18,2; 18,7; 19,1 %.

There was defined a differentiation between groups according to indicators as part of meat used for food and out of use, and meat coefficient, etc.

## CONCLUSION

One of the main indicators of meat, which characterize meat quality, is its morphological structure. So, quality of parts of meat depends on correlation of muscle, fat, bone, connecting issues and this quality indicator is as a result of influence of animal' heredity and genotype factors.

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**DOI NUMBER: 10.5958/2278-4853.2020.00026.9**

## **SIMULATION AND MODELLING APPLICATION TO UNDERSTAND PATIENT SATISFACTION**

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### **ABSTRACT**

*Many hospitals are facing the difficulty of service management. This has major impact on meeting patient's expectations. Patient's satisfaction is gaining importance in health care services because service providers have to meet patient's expectations and win their confidence in order to stay in the business. This is no longer an advantage but has become an absolute necessity. Hospital Service Providers (HSP) have to overcome major challenges such as lack of provision of good quality services, lack of ability to cope with increasing and varying patient's demands and expectations, lack of flexibility in providing services and coping with recent mergers and takeovers of small and medium size HSP's. Failure to cope with these problems results in poor patient satisfaction. If the above reasons are particularly true there is a dramatic decrease in number of patients. The predominant reasons include mergers and takeovers. In this paper I address various issues surrounding the HSP industry and how these issues can be better understood and exercised using simulation methods. The paper presents the first step towards the application of modeling and simulation to understand patient satisfaction patterns for HSP's. I propose a simple simulation study framework called SIMPTS framework (Integrative simulative framework to understand Patient satisfaction patterns for HSP's) that can be used by large to medium size HSP's to improve patient satisfaction patterns. This research will directly contribute to the service quality area and will also help to understand the theoretical heftiness of various service quality models used to assess patient satisfaction by applying simulation to model specific service scenarios. This will help service providers to make competitive marketing decisions, increase patient loyalty, and hence retention.*

**KEYWORDS:** *Patient's satisfaction; demands; expectations; simulation.*



## 1. INTRODUCTION

Large Hospitals are increasing the difficulty of service management. This has major impact on meeting patient expectations. In the current competitive world it is essential for the Hospital Service Providers (HSP) to meet patient expectations and win their confidence in order to stay in business. This is no longer just an advantage but has become a necessity. Current hospital service management and patient relationship management fail to deliver expected results due to several reasons. HSP's are forced to overcome major challenges such as (i) lack of provision of good quality service (solutions), (ii) lack of ability to cope with increasing (or varying) patient demands and expectations, (iii) lack of flexibility in providing services. Failure to cope with these problems results in poor patient satisfaction. Several lessons have been learnt as a result of the recent decrease in number of service providers in India. Additional contributing factors include recent mergers and takeovers. Therefore understanding patient expectations and satisfaction levels and providing methods to maximize them becomes highly essential. Consequently investigating if application of modeling and simulation studies can have an impact on achieving improved patient satisfaction levels becomes an important area worth investigating. SIMPTS, a simulation study framework can thus act as an integrative simulative framework for understanding patient's satisfaction patterns for Hospital services.

The following concepts influence patient satisfaction - patient perceptions, correlation that exists between determinants of patient satisfaction, patient satisfaction analysis (such as regression, mean, gap and satisfaction analysis), and various gaps between patients and service provider (including performance, satisfaction and expectation gaps). Service quality models used to measure patient satisfaction of Hospital services. Service attributes will be modeled for specific service scenarios by way of simulation. For the hospital management in particular, operations involving service provisioning, service delivery, queueing theory, patient centric service management, service quality attributes to measure service performance and modeling determinants of patient satisfaction, technological changes, patient expectations, service metrics characterising user behavior, reliability, maintainability and availability aspects will be clearly analysed, understood and exercised.

### Statistics

HSP Category	Numbers	Patient attendance per day
Large HSP's	15	$\geq 500$
Medium HSP's	50	200-500
Small HSP's	30	$\leq 100$

## 2. CURRENT IMPEDIMENTS

There is an extensive literature on patient satisfaction for hospital services, so extensive that it is bewildering to make all the choices and know how to proceed. Smaller frameworks are therefore essential. The reason for the decrease in the number of service providers is due to the failure of their services/solutions; much of this failure is attributed to the tough competition from peer HSPs and the inability to provide service as per ASL (Appropriate Service Level). This occurs due to lack of methods that can predict the impact of hospital services and its popularity with the patient. Simulation studies that would facilitate predictive hospital management services using a standardised procedure to effectively understand patient satisfaction patterns may help to provide services beyond patient expectations.

### 3. IMPORTANCE OF THIS RESEARCH

There has been a strong increase in number of patient complaints. The same trend has continued and this suggests that service providers are not functioning very well in the areas of patient loyalty and retention. There was also sharp increase in the number of complaints involving physician contracts, patient service and emergency services access and speed. The complaints involve people frustrated by long call waiting times, unhelpful staff, lack of technical assistance and failure to stop the escalation of the complaints. As far as treatment access complaints are concerned speed nursing services, physician's services, laboratory services, pharmacy services and outages accounted etc. are most problems. There was an increase in such complaints. Most of the frustration related to hospital services was related to the promises of access speeds made and subsequent failure to achieve those promises. Our research targets the large to medium HSPs for the following reasons:

The patients are more in numbers and constitute 70% of overall patients. It is impossible for small HSP's to use the assessment techniques of large HSP's due to the unique nature of services, different service goals, services quality attributes used as determinants of patient's satisfaction and the complex interrelationships and dependencies that exist between them. In spite of free deals provided by large HSPs, there seems to be a little or no difference on improving patient loyalty and retention. Thus to turn around losses incurred by large-scale providers and make the industry profitable with healthy competition, smaller practical functional frameworks that are evaluated using simulation technology for specific service scenarios are essential. This will lead to correct dimensions of service quality and accurately modeling determinants of patient satisfaction.

**Some conclusions at this stage made based on above are:**

(i) HSP complaints have soared (ii) Speed and service make up more HSP complaints (iii) Patient satisfaction, loyalty, retention and service quality has become more important than ever (iv) It is becoming increasingly difficult for HSP's to compete based on price alone and also to provide interesting contents (v) The decline in number of HSPs does not lead to a healthy competition with the market driven only by dominant players and no encouragement for new players to enter, due to losses incurred (vi) Therefore it is essential to strike a balance between the access providers, content providers and service performances as they contribute towards an HSP.

### 4. IMPORTANT RESEARCH QUESTIONS TO BE INVESTIGATED

1. Does modeling and simulation provide observable/noticeable/measurable benefits to understand patient satisfaction patterns for health services for large/medium sized health service providers? (**Main Research question**)
2. What are the problems encountered in the understanding of patient satisfaction patterns for health services, and how we can overcome these problems using simulation techniques and tools?
3. What are the credibility issues in simulation studies of health services (service quality of simulation projects for patient satisfaction modeling) and how do they impact on patient's satisfaction levels?

4. Do current service quality models act as effective diagnostic tool to understand complex service scenarios involving patient's satisfaction modeling at both attribute level and dimension level?

5. What are the benefits to patient and service providers observe from using simulation in service providers business process modeling aspects?

## **5. CONTRIBUTIONS OF THIS RESEARCH**

### **5.1 WHAT'S KNOWN**

1. Patient relationship management.
2. Service management principles.
3. Service management models.
4. Service network simulation principles.
5. Patient satisfaction case study data.
6. Mathematics of cost benefits analysis of hospital service management.

### **5.2 WHAT'S NEW**

1. SIMPTS framework for the proposal, evaluation and decision support of patient satisfaction in hospital services. This framework is a simple simulation study framework suitable for an internal study of planned changes and their impact on current patient expectations and satisfaction levels (possible within an organization).
2. Use of the knowledge base of past, present and predicted patient expectations.
3. Investigation of what effects the simulation studies will have on patient expectation. For example if the predicted impact is true, then we can have procedures in place to implement them. If the predicted impact is false even in that case we can establish that for that scenario the study failed, thence move forward to find an optimised working solution for that particular scenario.
4. Investigate the impact of simulation studies on different service scenarios to establish current (or) improved levels of patient satisfaction.
5. Forecast or predict planned changes on current health management operations and study if they would have a positive or negative impact on the current level of patient expectations.

## **6. BENEFITS FOR PATIENTS AND SERVICE PROVIDERS USING THIS FRAMEWORK**

(I) The benefits from the service provider perspective would be provision of cost effective solutions, increased profits which leads to growth, popularity and seeding in confidence in the minds of the patients and (all this means staying in a competitive business)

(II) The benefits from the patient perspective would be cost effective technological solutions to problems, a variety of choices to choose, good rapport between patient and service providers and reflection of true expected patients requirements in the solution provided. Altogether, benefits will lead to the establishment of a good service provider to patient relationship. The aim of the SIMPTS framework is to establish a win-win situation for both HSPs and patients.

## **7. PROBLEMS ENCOUNTERED IN UNDERSTANDING PATIENT SATISFACTION FOR HOSPITAL SERVICES**

(Naoshi and Hiraoki) used two main methods to analyse customer satisfaction for telecommunication services. They employed Analytic Hierarchy Process (AHP) to determine customer satisfaction and a Probability model to estimate positive and negative comments on customer satisfaction survey. Patient's satisfaction is usually enhanced by many hospitals through simple questionnaires. The data obtained from the survey can be used to enhance patient satisfaction. To use the data more effectively it is necessary to have assessment techniques that help us to evaluate the effect of patient satisfaction improvement from the patient perspective. Even though numerous assessment methodologies exist there is standardised procedure for the service hospital in general to follow in order to use these assessment techniques effectively. It is my belief that assessment techniques can be determined more effectively using simulations. It is possible to use data obtained from the patient satisfaction survey to be used in the simulated models and different what-if scenarios can be analysed. This will lead to a standardisation procedure for all large to medium size HSP's where SIMPTS framework can be used for assessing patient satisfaction.

(Naoshi and Hiraoki proposed a probabilistic model to categorize customer opinions into positive and negative comments). The model they proposed is a generic one and is not suitable for future service hospitals that have diverse service options and increased complexity in hospital service management. These limitations can be overcome by using simulation models that can more accurately predict the impact and can be used to predict future network service management processes that lead to observable benefits in patient satisfaction levels. The model will be different for different service providers based on their individual characteristics. However important and specific service scenarios can be modeled using discrete event simulation languages, and tools based on this standardized procedure can be achieved. Even though it is impossible for the model to cover all scenarios, important specific service scenarios can be studied using a standardised procedure included in the SIMPTS framework. The framework is flexible enough to suit individual service provider characteristics.

## **8. APPLICATION OF MODELLING AND SIMULATION FOR ABOVE SCENARIOS**

Simulation will be employed to understand the above scenarios and any observable benefits will be determined. It is my belief that simulation can be used to develop effective assessment techniques. (Mathew) employed simulation to reduce waiting times in amusement park lines, (C.Daaronis) employed simulation to model user to modem arrival ratios in service operations and thereby determine blocking probability. Survey questions will be framed based on service quality model dimensions and the data obtained from this survey will be analysed using statistical tools and techniques. Once the dissatisfied area is identified we intend to develop a conceptual model and then a simulation model will be developed to perform different "what-if" scenarios. We will employ utility theory in prioritisation of service attributes proposed. Gap analysis will be done for the collected survey data. After this simulation model will be developed which employs the priority mechanisms involved in queueing theory. This will not only help us to understand the theoretical robustness of service quality models to determine patient satisfaction, but also help to use service quality data more effectively to make competitive marketing decisions. Using simulation studies will enable us to understand the actual and perceived performance on satisfaction and behavioral intention, increasing the perceived service quality will lead to patient's loyalty and retention, and thus help to establish an effective business

performance framework using our SIMPTS framework. SIMPTS would be a comprehensive and consistent framework that would help us to understand the requirements for patients service simulation projects. SIMPTS would help to resolve service quality conflicts between HSP's and patients.

## **9. A COMPARITIVE STUDY TO UNDERSTAND PATIENT'S SATISFACTION FOR HEALTH SERVICES**

To enhance the functionality of the proposed SIMPTS framework a comparative study to understand patients' satisfaction patterns for a developing country (India) and a developed country will be conducted. The study will employ web based survey methodology. Apart from the purpose of enhancing the functionality of this framework this study is essential as there is an imminent shakeout in the HSP market in India. The market is dominated by big players and apart from a technological edge, financial resources and service culture the shakeout is attributed to poor patients satisfaction. Several published reports by Health Service Provider Authority of India (ISPAI) detailed that large and medium size HSP's are finding it increasingly difficult to thrive in a competitive marketplace and their inability to increase patient's loyalty, retention and satisfaction level with improper management. Thus this research will be useful for service hospital practitioners in both developed and under developed countries.

## **10. CONCLUSION & FUTURE WORK**

It is well known that simulation technology has helped to better understand the business or technical changes and help to understand the impact such changes may have on the current situation. Modeling the problem and building simulation frameworks which are based on strong foundations of theory and subsequently validated, serves as a powerful tool. In the current world that is highly Health service, patient's satisfaction is the driving factor for achieving success. Hence developing powerful methods to capture predicted changes and their impact is important and useful. Investigation of patient's satisfaction aspects and functions depending on patients satisfaction and modeling and simulating various scenarios is essential. When such an approach is applied to health service management it is expected that performance, patient satisfaction and other essential factors can be better understood, enhanced and applied in the real practice. The future work will involve investigation of the important problems identified and also developing a SIMPTS framework that could be used by large to medium sized service providers who avoid exposure to external studies of network services due to confidentiality, privacy issues and concerns about exposing their internal policies for external criticism. In our opinion simulation studies will be very powerful and help to understand the patient's satisfaction and expectation patterns and will be welcome by HSPs especially when flexibility and patients satisfaction are the key issues from their perspective.

## **ACKNOWLEDGEMENTS**

I would like to express my sincere thanks to all the management and administrative staffs of IMS & SUM Hospital for their cooperation and help regarding this research work.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00027.0**

**TRAINING ESSENTIAL CLASS STUDENTS**

**Ismoilova Surmaxon\***

**\*UZBEKISTAN**

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## **ABSTRACT**

*In this article, we have provided information on the history of expressive reading, Uzbek speakers, and the role of speech aids in reading. We also briefly touched upon the important functions of expressive reading, how to organize expressive lessons, and the expressive reading of poetic and prose works. In conclusion, it is important for this article to provide theoretical and practical guidance on how elementary school teachers should teach students how to express themselves. If we look at the history of expressive reading, with the advent of fiction, its expressive reading and oral performance also emerged. As the stages of formation of fiction are complex and varied, so is the development of oral performance. The teacher explains to the students that one word is separated by a pause from the other, and at the end of the sentence there is a decline in the voice. The children, on the teacher's instruction, subdivide a small sentence of 3-5 sentences into sentences, and make sure that pausing between them helps to understand the story. Our president Sh.Mirziyoyev has stated, "Critical analysis, strict discipline and personal responsibility are the daily rules of every leader's activity." In his book, "... the quality of teaching in secondary schools, lyceums and professional colleges, as well as in higher educational institutions. Implementation of modern training plans and methods is inadequate. The similarities between expressive reading and artistic reading are that they both follow the rules of speech articulation of the Uzbek language, general technical and theoretical means, pauses, accents, diction, intonation, tempo and rhythm will do. Because it all depends on the purpose of the author and the content of the text. Thus, expressive reading in school is based on the purpose of the writer and the text, the methodological skill of the teacher, the age and the level of knowledge of the students.*

**KEYWORDS:** *Expressive Reading, Performing, Fiction, Synchronicity (Merging, Mixing), Position, Speech, Breathing, Sound, Intonation, Pronunciation, Idea Of Work, Artistic Reading .*

## INTRODUCTION

Early childhood education in general education teaches students to think, read correctly, and to express themselves in reading and speaking cultures and to think independently. It promotes comprehensive development of students.

Our president Sh.Mirziyoyev has stated, "Critical analysis, strict discipline and personal responsibility are the daily rules of every leader's activity." In his book, "... the quality of teaching in secondary schools, lyceums and professional colleges, as well as in higher educational institutions. Implementation of modern training plans and methods is inadequate.

The task of profound study of special subjects for children and youth, the history of our country and world civilization, foreign languages and modern computer programs has not been solved yet qualitatively and completely.

There is a wise saying in our nation: "Education and training start from the cradle". Only enlightenment leads the person to maturity and the society to progress.

Therefore, public policy in education should be based on the principle of continuous education, that is, education must begin at kindergarten and last a lifetime"[2.45].

The state educational standard and curriculum for elementary school, the primary goal of teaching elementary education in primary school, is to provide students with unique examples of national and world literature. Formation and development of spiritual and moral world, literary-aesthetic taste and their independent thinking, image-based knowledge, skills, abilities;

It is intended to broaden and strengthen students 'spirituality and worldview through fostering readers' interest in fiction, the creation of the world and human nature, national and universal values, and the culture of reading.

The main objectives of teaching general education (1-4 grades) in the state educational standard and curriculum are as follows:to provide students with the ability to formulate and develop oral speech based on literary language, to enhance their competence;

In writing, the development of skills and abilities of high literacy, adherence to literary language, the use of stylistic diversity, and firstly familiar and then unfamiliar text with the student's skills and abilities are identified. Also, quantitative indicators are read speed, conscious and fluent reading, and how many words a minute can read [6.82].

The aim of the primary education class is to develop the speech skills of the child's family environment, pre-school education and other communication (neighborhood, relatives, etc.). To do this, the child needs to improve his or her ability to express himself, to increase vocabulary resources, to combine words, to learn how to pronounce, and to be able to express his / her thoughts in writing. TeachingIn this article, we found it important to provide theoretical and practical guidance on how to teach elementary students to express themselves in their teaching.

If we look at the history of expressive reading, with the advent of fiction, its expressive reading and oral performance also emerged. As the stages of formation of fiction are complex and varied, so is the development of oral performance. In particular, the art of expressive and expressive reading was also syncretic in the ancient times, when literature and art were still in some sense syncretistic. For example, the creators of fiction in this period are already famous as its performers. The singers of Uzbek fiction have received great attention. In the course of historical development, along with literature, the performing arts have also developed [11.4].

In the history of pedagogics of Central Asia, the emphasis is placed on expressive reading art.

The experience of Uzbek pedagogy requires that students practice elementary reading from the lower grades and gradually improve it. This is no coincidence. Because the art of expressive reading not only shapes children's artistic tastes, but also plays a leading role in their spiritual development and memory.

In Uzbekistan at the beginning of the 20th century expressive reading can play a large role. Hamza Hakimzoda was a leading educator-director such as Niyoz, Abdulla Avloni, Mannon Uighur, and talented young people such as N. Isomiddinjojaev, Sh. Inoyatov, H. Yunusov, S. Kori.

The old local schools under the madrassahs and mosques - instead of the "old-fashioned" method, the new "Jadidiyya" method of Hamza, Avloni and Aini has emerged. At that time there were two Jadid schools, one with a wealth of children, one training for the local bourgeoisie, and the other for the children of the laborers. Hamza, Avloni and Aini read "Light Literature", "Textbook", "Literature or National Poems", "The First Teacher", "The Second Teacher" books, with a special emphasis on expressive reading.

The school and education sector has been developing day by day. Readings of literature have often been discussed in magazines such as "Publication of Education", "Education and Teacher". In 1918, the first literary reading programs were established for seven-year schools. These programs highlighted literary reading, selecting texts, and how these texts could help children improve their written and spoken skills.

Subsequent programs and manuals have been further refined and the emphasis on fine arts has been on the rise.

As we know, speech aids in breathing, voice, and speech are actively involved in the learning process. Because expressive reading is a particular focus area of speech activity, it is significantly different from everyday everyday speech. Consequently, speech participants' participation in expressive reading is also more active than in everyday, everyday speech [11.28].

The following speech aids are involved in the expression reading, and their role is as follows.

One of the most important means of expressive reading is breathing. It is the main food for the human body. However, the process of speaking, especially expressive reading, is inextricably linked to the basis of the breath.

The sound is the product of the upper nervous system signals. As the upper nervous system commands the eyes to pick something up, the hands to pick something up, the feet to move forward, to make sounds, to speak or to speak, to sparkle or wheeze, to speak loud or loud. signal to certain members. These organs fulfill the commands of the upper nervous system. The ring, pyramid, and thyroid, and the vocal cords play an important role in the execution of these commands.

One of the main means of expressive reading is voice. As long as proper breathing is essential to life, sound also plays an important role in how people interact with each other.

The sound is inextricably linked to the breath. That is why the teacher starts by teaching the children how to control their breathing and use their voice when speaking to children. The power of the sound is characterized by low-frequency, long-wavelength, speed (tempo), pleasant-to-dislike features.

Students will learn to read aloud or speak aloud depending on the content of the text, to choose a fast, medium or slow pace of speech, to express a feeling. Students with pauses and logical emphasis in teaching expressive reading

It is well known that speech is the product of thinking. Expressing one's thoughts or goals to others through words, communicating, communicating, and expressing their moods. Emotions, aspirations, and emotions are also conveyed through the voice of others. These sound bubbles that result from a certain desire, intention, or effort are called intonation.

Intonation. Intonation is a combination of co-occurring elements of oral speech: accents, pace and rhythm of speech, pauses, and volume. These elements influence each other, and together they represent the essence, the idea, the different moods of the heroes, their inner experiences [12.78].

Intonation is very important in expressive reading.

Important conditions for students to master the basics of expressive speech are:

1. Ability to breathe properly and correctly during the speech.
2. Acquaintance with accurate articulation of sound and clear diction.
3. Acquire literary pronunciation norms<sup>1</sup>.

These conditions apply not only to expressive reading, but also to expressive speech, that is, storytelling. Every oral story of the reader should be expressive.

The teacher explains to the students that one word is separated by a pause from the other, and at the end of the sentence there is a decline in the voice. The children, on the teacher's instruction, subdivide a small sentence of 3-5 sentences into sentences, and make sure that pausing between them helps to understand the story. They begin to pronounce the sentence correctly. This will provide a meaningful and intimate basis for introducing the ending to the sentence. Drawings are used to prepare children to read the sentence. For example, children form sentences, count words in them, and mark with lines under the guidance of a teacher: We love fairy tales.

The food was cooked.

The teacher explains:

- In verbal interruptions, we interrupt one sentence from the other (pauses each sentence). Books and newspapers use a special dot to indicate the end of a sentence, the need to lower the volume and pause

Respiratory, vocal and speech members are actively involved in the process of expression reading. Because expressive reading is a particular area of speech activity, it is significantly different from everyday everyday speech. Consequently, speech participants' participation in expressive reading is also more active than in everyday, everyday speech.

Expressive reading plays an important role in understanding the artistic content of the work and revealing its artistic features. The study of the text in fiction begins with a straightforward reading. Proper literary reading forms the basis of expressive reading.

The expressive reading lessons have important objectives and peculiarities. Expressive reading is based on the lessons learned in grades I-4, based on which the knowledge given in the elementary grades will be further developed in grades 4-7. At this stage of education the skills of

independent and conscious reading, expressive reading and analysis of fiction works. Brief information about the life and work of writers is provided, the skills of oral reading and re-writing of oral folk materials, their oral and written impressions are constantly enhanced. Expressive reading provides the basis for the analysis of the work of art and serves as a basis for the study of the artistic content and the artistic nature of the work. This is because in the process of expressive reading of a literary work the actions of the actual images are in the student's eyes as in the film.

Impressions and concepts from fiction can be expressed in writing and conveyed to another person. However, both written and verbal expressions have their own specifics. In written form, the idea must be clearly methodically broken, extremely accurate and fluent. It develops written and independent thinking skills. But the tone, intonation, vocalization, and rhythm of that work are not as expressive as they are in the spoken word. Punctuation helps to express feelings and feelings in writing. Through expressive reading of the artifacts, his or her emotional aspects are fully revealed by the use of spoken language and by the use of facial expressions, gestures and melodies that reach the hearts of the listener, and that effect is what makes the reader feel. , Increases speech. In this way it nurtures the feeling.

How is expressive reading different from artistic reading?

The term expressive reading is generally used in secondary schools and is linked to the learning process. At the same time expressive reading is used as a method of mastering the content and artistic beauty of the work during the one-hour lesson. Because the works presented in the program are consistent with the level of knowledge and psychological characteristics of each grade student, the goals of the course are to learn how to master these works, to develop oral and written speech, to give students aesthetic pleasure. It holds. The limitation of expressive reading is that this type of reading is used in various stages of a 45-minute lesson and provides the basis for analyzing the work. After that, the work is analyzed in the classroom and the teacher explains its content and its artistic properties. Only then will the learner follow the conditions of correct, intelligent, fast and fluent reading, and will be sufficient for an hour's lesson, ie exemplary, expressive reading, analysis of the work, and Expressive reading of students is performed correctly. Outside the classroom, outside the classroom, the range of expressive reading expands and approaches artistic reading. At this time, it is practiced not only as a method in the classroom but also in a wider range. Expressive reading is focused not only on one-grade students in literary and dramatic circles, but also on students of several classes and ages. They wear different costumes, make-up, play various roles, and use facial expressions. Such artistic out-of-class activities will increase the interest of students in acting, which is a unique activity for mastering the art of reading. Consequently, expressive reading is used as a method of mastering the text of fiction in the course of the lesson and provides the basis for the study of art.

Thus, expressive reading in school is based on the purpose of the writer and the text, the methodological skill of the teacher, the age and the level of knowledge of the students. bases. Consequently, expressive reading is a way of verbally communicating the ideological, political, ethical and aesthetic nature of the artistic works of the school to the minds of the students with a pleasing voice and pleasant intonation.

The ability to read and speak should be mastered not only by a teacher of the Uzbek language, but by all subject teachers.



Expressive reading is one of the tools for the study of fiction, as well as a means of developing oral speech and aesthetic education. Therefore, it is necessary to pay close attention to the means of profound study of the essence of the work of art and to place them regularly and in lessons.

Expressive reading plays an important role in understanding the artistic content of the work and in revealing its artistic features.

When students read literary works or excerpts from them, they are presented with new scenes, events and events.

Properly organized expression lessons require the teacher to read emotionally, to the extent that it reflects the artistic nature of the literary work.

Basic conditions for mastering expressive learning:

- Proper breathing and proper spending.
- Speaking clearly, speaking clearly.
- Acquire literary norms.

The same applies to expressive speech. One of the conditions for expressive reading is the volume, the goodness of the voice, and the ability to adjust it according to the content of the work.

The study of the text in fiction begins with a straightforward reading. Proper literary reading forms the basis of expressive reading lessons [11.63]

If students read literary works or excerpts from them, they will see new scenes, events and events.

To do this, the teacher will be responsible for organizing the expressive reading lessons. Therefore, the teacher is required to read the literary work in a way that reflects the artistic nature and gives it an emotional pleasure. If a teacher can read the text in accordance with the above requirement, he / she will be able to accurately visualize the artistic effect of the work, the purpose and mental state of the writer, and the portrayal of life.

Therefore, the student tries to study, just like his teacher, and he wants to follow his example.

One of the main ways to read the text correctly is to get acquainted with the text first. The goal can be achieved quickly if the reader reads the text one time and identifies unfamiliar words and then reads the text aloud. When a reader reads a literary text and gives it an oral story, it leads to a full understanding of the content of the work. The reader can fully understand the content of the work and read the text correctly.

The main task of expressive reading is to convey to the listener the ideological content of the work, the author's thoughts about life, the innermost feelings of the heroes. To this end, each teacher should thoroughly study the peculiarities of expressive reading. The person who has mastered it will be fluent, fluent, and able to convey his ideas correctly and consistently.

The expressive reading of any work is determined by its genre characteristics and compositional structure. The teacher must thoroughly study the literary content, structure and artistic features of the work before embarking on the artistic reading. For example, when teaching poetry to expressive reading, the teacher must teach the correct pronunciation of words, memorizing some difficult words.



Before reading the poetic expressions the reader should familiarize himself with the text, deeply understand the writer and the hero of the work and fully understand the meaning and meaning of the poem.

Expressive reading of prose works is also a great skill. This is because expressive reading is important in identifying such important issues as the literary features of the literary work and the ideas it proposes.

To do this, the teacher must be very careful when selecting text. The text must have a high level of artistic value, but also an education. It is advisable that the piece is not too large.

The fairy tale is one of the oldest types of folklore. It combines fantasy and exuberance, and reflects on people's lives, customs, aspirations and struggles, dreams and aspirations. In the fairy tales, almost all fairy tales have a sharp struggle between good and evil and, of course, end with the triumph of goodness.

Before expressive reading of fairy tales, examples of traditional introductions used in Uzbek folk tales are explained and explained. For example, in the preface of the fairy tale "Fox and the peacock", "fairy tale or fairy tale, goat's hump, pheasant is red, long tail ..." There is such a story as that when you read this fairy tale, great attention is paid to the teaching rhythm.

From the Uzbek folk tales, the preface of the fairy tale "Oypari" is written in a different way: it reads a fairy tale as the author's statement when he reads the fairy tale, "There is, there is no, hungry ..." .

In the course of reading fairy tales, these diverse traditional fairy tales are taught correctly, so that readers can see their thoughts and their interest in the content of the work. For example, let's take a look at the fairy tale "Boots Three":

"There was one (short pause), one was missing (pause), and there was one (pause) in ancient times. He has three sons (short pause), all three (short pause), whitewater (short pause), their faces like moon (short pause), they do not walk as bad (short pause). (pause), as long as it is not in a bad place (pause) [11.91].

In the following passages: "The father (a brief pause) once said to his sons (pause), rubbing each of his foreheads (small pause)" (pause).

When reading a fairy tale, the words of a loving father to his beloved children must be felt. I learned to hold fairy tales in the fairy tale, grow up without fear, be honest, and don't boast about the words of the fairy tale. it becomes easier for the content to reach the listener's heart.

Before expressively reading prose works, it is necessary to determine what ideas are put forward. For example, before reading the story of H.Tuhtabaev's "A child who understands his mistake" in the 4th grade, students are told about who the mistake is, what its mistakes are, and what it is to be proud of. [12.72].

Reading is important in human life. Through reading, a person acquires a knowledge of life and society, and a person who does not read is no different from the blind.

The teacher should be very careful about his speech first and for the students' speech. At the same time, it is essential that the means of expression are thoroughly mastered. For this purpose he must have a good knowledge of the Uzbek grammar and rules of expressive reading, regularly

read fiction, and constantly enrich his vocabulary. Only then will he thoroughly follow the rules of expressive reading.

There are similarities and important differences between expressive reading and fiction. Expressive reading is part of fiction. Expressive reading is widely used in school and provides the foundation for the acquisition of artistic skills.

The similarities between expressive reading and artistic reading are that they both follow the rules of speech articulation of the Uzbek language, general technical and theoretical means, pauses, accents, diction, intonation, tempo and rhythm will do. Because it all depends on the purpose of the author and the content of the text. But it is not possible to master the art of reading without learning the rules of expressive reading. Therefore, expressive reading is the initial process of artistic reading.

The teacher can also teach the students to read expressively by organizing the expressive reading or by giving the homework reading. As a result, students will be able to master the secrets of expressive reading not only in class but also in extracurricular activities.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00028.2**

## **DILEMMA TO DECISION: HUMAN RESOURCE ANALYTICS FOR ORGANISATIONAL PERFORMANCE-AN EMPIRICAL ANALYSIS**

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### **ABSTRACT**

*Analytics is a buzzword now days. Organisations are willing to enhance level of competitiveness as good as possible. In terms of strategic decision making it is believed that analytics will play an important role. To have competitive edge on competitors here also analytics will help and keeping in mind the importance of analytics in organisational performance. This paper has explored the role of HR analytics and its impact on organisational performance. This paper is empirical in nature and data have been collected from 35 different companies HR executives. The results of the study show that HR analytics has positive impact on organisational performance. All functional areas of human resource need to be modified to have quality workforce. Organisations are looking for answers to revamp human resource functions to make it possible all manpower related questioned can be answered using analytics. Organisation can bolster all areas of human resource with the use of analytics in it. Some of the companies wish to increase the investment in future whereas very few numbers of companies find it a costly affair and agreed to decrease the investment made in HRA in future.*

**KEYWORDS:** HRA, Business Analytics, Big Data, Organisation, India

## INTRODUCTION

The economic and political conditions compelled business leaders to have major concern on it. There are various factors which foster success to business. Employees are main source of expenditure which worried business houses to a great extent. Then contribution of workforce is important to have competitive advantage in market. To develop high performing workforce required great amount of expenditure which is a big challenge in this competitive scenario. Organisation in continuation tried to understand complex existence of workforce and how to use it effectively. All functional areas of human resource need to be modified to have quality workforce. Organisations are looking for answers to revamp human resource functions to make it possible all manpower related questioned can be answered using analytics. Organisation can bolster all areas of human resource with the use of analytics in it.

Performance of organisations can be managed effectively by using analytics. Profitability of an organisation can be improved by using HR analytics. It will help in lowering the cost in HR related activities (*Martin, 2011*). HRA can be defined as using HR related data to measured direct and indirect impact of HR practices on organisational performance. It is also known as people analytics, talent analytics and workforce analytics. It is the process of gathering all workforce related data and using it for better decision making in an organisation.

## LITERATURE REVIEW:

There are few studies in area of analytics has been done but as of HR analytics and its impact on organisational performance is concerned only few studies have touched it. Krishnamoorthi & Mathew (2018) in their studies have explained that research in IT domain have highlighted how higher investment in technology may not bring more returns, rather how IT as an organizational capability acts as a key mediator in value creation. It was found in their studies that analytics resources contribute to business performance. Ghasemaghahi, Ebrahimi and Hassanein (2017) have explored in their studies which are based on an empirical analysis of survey data from 151 Information Technology managers and data analysts demonstrate a large, significant, positive relationship between data analytics competency and firm decision making performance. The results reveal that all dimensions of data analytics competency significantly improve decision quality of organisation. Hence it can be concluded that analytics has positive impact on performance of organisation.

Dulebohn & Johnson (2012) have argued in their paper that complexity of HR and the different roles HR plays, there has been limited research which helps inform the selection, application and use of HR metrics and analytics to the operational, managerial, and strategic levels that HR occupies. They have suggested some framework and talked about some matrix to improve the quality of data and decision making in area of Human Resource. Stone & Rosopa (2016) in their paper have explored the advantages and limitations of using meta-analysis in HRM. Few advantages and limitations have been explored with the help of previous literature. Thirathon et al. (2017) in their article have investigated how managerial decision making is influenced by Big Data, analytics and analytic culture. They have found that analytics based decision making happens where analytics culture exist. It was explored that use of analytics has helped organisation to be competitive than their counterparts.

Mirski, Bernsteiner and Radi (2017) in their research have tried to explain that the Matchingskills of people are a great challenge in every organisation. Researcher has tried to explore the possibility of matching data about skills, learning items and job offers. The author

has explored that how analytics will make it possible and simple to meet the organisational requirement. Bronzo et al. (2012) in their article have talked about improving organisational performance using analytics. The results of their study have demonstrated that analytical indicators have affected performance of BPO positively. Tom Pape (2016) in his research describes a prescriptive framework to prioritise data items for business analytics and applies it to human resources that will help in decision making of an organisation.

## **RESEARCH METHODOLOGY**

This section of the paper comprises of research objectives, hypothesis and methodology of it. Research methodology is a blueprint which highlights the way research has been carried out and what were the different tools used for the purpose of analysis of this study.

*Objectives of the study are as follows:*

- To find out status of HR Analytics in Indian Organisations
- To study the reasons behind application of HR analytics in organisations
- To explore the barriers in way of HR analytics
- To find the role of HR Analytics in HR decision making.
- To analyse the impact HR Analytics on organisational Performance

### **Hypotheses:**

H01: There is no significant impact of HR Analytics on organisational performance

H1: There is a significant impact of HR Analytics on organisational performance

H02: There is significance difference between applications of HR analytics for having edge on competitors

H1:2: There is a no significance difference between applications of HR analytics for having edge on competitors

H03: There is significance difference between applications of HR analytics for performance improvement

H1:3: There is no significance difference between applications of HR analytics for performance improvement

H04: There is significance difference between applications of HR analytics for Cost effectiveness

H1:4: There is no significance difference between applications of HR analytics for Cost effectiveness

H05: HR analytics is not applied for being a costly practice

H1:5: HR analytics is not applied for being a costly practice

H06: HR analytics is not applied for being a complex practice

H1:6: HR analytics is applied for being a complex practice

H07: HR analytics is not applied for being a time consuming process

H1:7: HR analytics is applied for being a time consuming process



H08: HR analytics is not applied because of unavailability of experts

H1:8: HR analytics is applied because of unavailability of experts

H09: HR analytics is not applied because of indifference approach of managers.

H1:9:HR analytics is applied because of indifference approach of managers

Human resource analytics is a new emerging concept in the area of human resource management. The emergence of big data for decision making in organisation have been used to increase the level of accuracy. Strategic decisions for the development of organisation cannot be taken randomly. It requires huge amount of data and observation of market scenario to bring accuracy into it. This study has tried to explore and describe the use of human resource analytics in organisations. Many research articles more than 80 have been reviewed and tried to establish the relationship between HRA and organisational performance. It was found in previous studies that researchers were not in a position to say that HRA has increased organisational performance. Some of them have concluded that it has positive impact on organisational performance but at the same time some has argued against it. This kind of findings have set a grounds to go for empirical study and come up with concrete findings that whether HRA has positive impact on organisational performance or not.

This study is exploratory cum descriptive in nature because almost nil studies have been done in India on human resource analytics. The population for the studies were Indian companies which are using analytics in organisations. Data have been collected from 35 companies HR executives operating in India. Data was collected through a questionnaire. Some of the questionnaire was filled through visiting HR executives personally and some of them through Google forms. Analysis of the data is done through SPSS software.

### **Analysis and Discussion**

As of profiles of respondents are concerned, out of total respondents 69% of them belong to middle level managers, 11% of them to top level management and rest belong to lower level management. As of experiences of respondents are concerned out of total respondents 49% of them having 0-5 years of experience, 28% of them having 6-10 year of experience and rest have more than 10 year of experience, this shows majority of them are dealing with Human Resource Analytics at beginning of their career. As per the respondents details in regards to the Educational qualification, out of total respondents 89% of them have completed post-graduation and rest of them only graduation, which reflects people who all are associated with HRA in organizations having degree's at PG Level.

The organization which are practicing HRA, 94% of them belong to service sectors and rest belong to manufacturing. This reflects HR Analytics is prominent in service sector as compare to any other sectors in India. On the basis of the responses given by HR executives, 40% of them belong to the category of less than 50 employees, 20% of them belong to 50-100 employees and 40% of them belong to more than 100 employees. It was found during research, that 82.9% of organizations are practicing any kind of Analytics, as of Human resource analytics are concerns the data collected from the organizations have pointed out that they all are practicing HR Analytics in their organizations. It was noted during the study that 77.1% of organizations are using HR Analytics since 0-5 years, there are 20% organizations which are practicing HR Analytics since 6-10 years, rest of the organizations are practicing analytics since more than 11-15 Years.

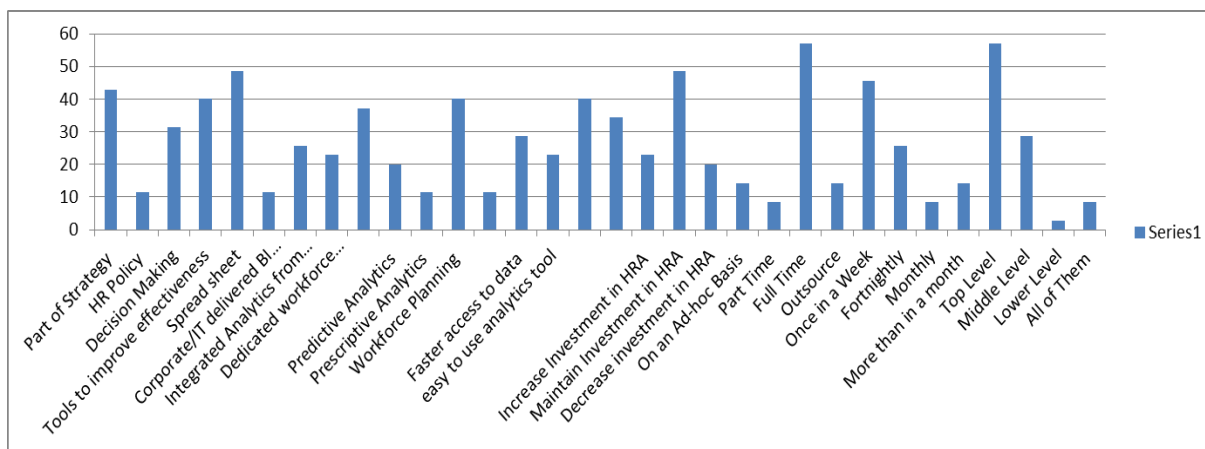
The views about Human resource analytics and how it has been considered in a company has been elaborated with the help of 40 responses of HR executives of different companies. This table provide a base to assess the status of analytics in Indian companies.

**TABLE 1: STATEMENTS AND RESPONSES**

S.no.	Statements	Responses (Percentage)
	Part of Strategy	42.86
	HR Policy	11.43
	Decision Making	31.43
	Tools to improve effectiveness	40.00
	Spread sheet	48.57
	Corporate/IT delivered BI System	11.43
	Integrated Analytics from HRMS/HRIS	25.71
	Dedicated workforce analytics solutions	22.86
	Standardising HR systems and Reports	37.14
	Predictive Analytics	20.00
	Prescriptive Analytics	11.43
	Workforce Planning	40.00
	Reporting to Executive management and Line Managers	11.43
	Faster access to data	28.57
	easy to use analytics tool	22.86
	Improved ability to interpret and present data	40.00
	Improved ability to predict outcomes and impacts	34.29
	Increase Investment in HRA	22.86
	Maintain Investment in HRA	48.57
	Decrease investment in HRA	20.00
	On an Ad-hoc Basis	14.29
	Part Time	8.57
	Full Time	57.14
	Outsource	14.29
	Once in a Week	45.71
	Fortnightly	25.71
	Monthly	8.57
	More than in a month	14.29
	Top Level	57.14
	Middle Level	28.57
	Lower Level	2.86
	All of Them	8.57

(Source: Research Output)

Figure1: Statements and responses



(Source: Researchers Output)

The responses which have been collected shows that HR analytics is majorly used in a company as a part of strategy. This shows that to have edge on competitors analytics is being used and practiced. Strategy is an important dimension associated with HRA while decision making as well as to improve effectiveness also play an important role in execution of analytics in an organisation. A very few organisations believe that it a part of HR policy only. Major emphasis has been given on strategy, improving effectiveness and decision making.

The tools which has been adopted by the companies to manage HRA is spread sheets majorly. Only few organisations has adopted HRIS and dedicated workforce analytics solutions for managing HRA in companies. These results shows that even in this cut throat competitive age companies are relying on spread sheets mainly. The traditional way of managing HR related data is more prominent among Indian companies.

The areas identified by the companies where they are willing to expand HR analytics capabilities majorly for workforce planning and standardizing HR system and reports. The Workfare force planning has taken centre stage in terms of expanding HR analytics capabilities. Companies are willing to maximise the performance of people within the organisation. Some of the companies want to expand it for the purpose of predictive analytics and rarely for prescriptive analytics. To have strong HR system it is important to expand the capabilities of HR analytics.

When it comes to decision making with the help of HRA it was noted that it enable organisation to interpret, predict outcomes and impacts assessment of the companies. Faster access of data is possible and it helps companies to handle tools smoothly. The interpretation of existing data enables a company to make accurate decision for future course of action. The analysis of the data received by the companies clearly shows that interpretation and prediction become easier for the companies. These results can be concluded in a way that human resource analytics has definite impact on decision making as well as on performance of the company.

As of future plans regarding HRA in companies majority of the companies in India have agreed to maintained investment in human resource analytics. Some of the companies wish to increase the investment in future whereas very few numbers of companies find it a costly affair and agreed to decrease the investment made in HRA in future. The data shows that companies are in

favour of maintaining and increasing the investment in area of HR analytics. These trends can be concluded that future belongs to human resource analytics.

Companies in India have agreed that they are having permanent full time setup for human resource analytics. Some of the companies agreed that the services of human resource analytics is being outsourced and on ad-hoc basis. Very few number of companies agreed that they are having it on part-time basis. The level of HRA team in Indian companies are playing crucial role and reason why it is adopted full time basis in organisations.

Human resource team and their interaction for the sake of improving performance of organisation, it was found that once in a week meeting happened among HRA team members. Indian companies have agreed that majorly they interact on interval of a week and if not possible fortnightly definitely they have meeting regarding HRA. Very few numbers of organisations have stated that HRA meetings held monthly or more than in a month basis. The trend is like companies having interaction on regular basis for the sake of human resource analytics. That is a good sign which shows commitment of companies towards implementation of HRA and their benefits to companies.

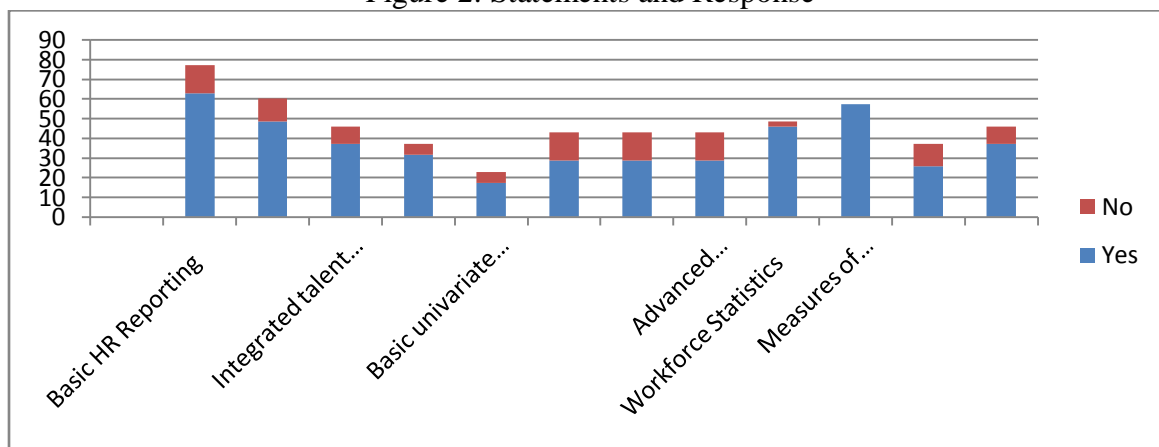
The execution plays an important role in an organisation. The level of people associated with it itself justify the level of significance of that work. Human resource analytics in most of the Indian organisation is new and huge amount of cost is associated with it. The data derived through research indicate that almost in every organisation it has been implemented by the top level management. This highlight the level of engagement management has towards this work as well as their concern for human resource analytics. Some of the organisations have agreed that they are engaging middle level management also for implementation of human resource analytics. Very few number of companies have express that they have involved people from all level of management for implementation of human resource analytics. This can be concluded that management in most of the companies are highly concerned with practices of HRA and its execution.

**TABLE 2: STATEMENTS AND RESPONSES**

S.no.	Statement	Responses	
		Yes	No
1	Basic HR Reporting	62.86	14.29
2	HR value added matrix	48.57	11.43
3	Integrated talent management matrix	37.14	8.57
4	HR business driver analytics	31.43	5.71
5	Basic univariate statistics	17.14	5.71
6	advanced univariate statistics	28.57	14.29
7	Basic multivariate statistics	28.57	14.29
8	Advanced multivariate statistic	28.57	14.29
9	Workforce Statistics	45.71	2.86
10	Measures of people's skill/values	57.14	0.00
11	Financial ratios relating to people and productivity	25.71	11.43
12	Measures of Efficiency and Effectiveness of the HR Functions	37.14	8.57

(Source: Research Output)

Figure 2: Statements and Response



(Source: Researchers Output)

In Indian organisations HR analytics fulfils the need of providing basic HR reporting, HR value added matrix, integrated talent management matrix and HR business driver analytics. This shows that most of the organisations derived benefits from implementation of HR analytics.

To carry out HR analytics in Indian organisations the major statistical methodologies are applied these are Advanced univariate statistics, Basic multivariate and advanced multivariate statistics. This shows that sophisticated statistical tools are used for the purpose of human resource analytics data. Advanced univariate statistics includes correlation, skewness, differences in means, distributions of variables etc. The basic multi variate statistics includes methods like ANOVA, factor analysis, regression, logit/probit, survival/hazard analysis etc. the advanced multivariate statistics includes structural equations, fixed-effects models, maximum likelihood models etc. These methods are considered sophisticated statistical tools which help in analysis and deriving results from the data.

To have edge on competitors	$t(30) = 18.647, p=.000$	Rejected
Performance improvement	$t(31) = 31.551, p=.000$	Rejected
Cost effective	$t(30) = 23.130, p=.000$	Rejected

The hypotheses testing for all the statements have significant values  $p= .000$  that indicates hypotheses is rejected. It shows organisations are willing to implement HR analytics to have edge on competitors, for improving performance and to make the product and services very much cost effective.

It is costly	$t(23) = 14.460, p=.000$	Rejected
It is complex	$t(23) = 14.795, p=.000$	Rejected
It is time consuming	$t(22) = 12.077, p=.000$	Rejected
Unavailability of experts	$t(22) = 20.801, p=.000$	Rejected
Indifference approach of managers	$t(22) = 17.516, p=.000$	Rejected

The hypotheses testing for all the statements have significant values  $p = .000$  that indicates hypotheses is rejected. It shows the reason behind not implementing HR analytics are it is costly, complex, time consuming, lack of experts and unwillingness of managers in the organisations.

Level of satisfaction with the impact of HRA in the organisation	$t(32) = 43.073, p = .000$	Rejected
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The hypotheses testing for the statements have significant values  $p = .000$  that indicates hypotheses is rejected. These results show that all the organisations agreed that HRA has improved the performance of the organisation.

In Indian companies HR department mainly collect data regarding workforce statistics which includes gender, age, job type, ethnic group and level of absenteeism of employees in the organisation. The data regarding measures of peoples skills which includes experience, knowledge & skills, competencies & attitudes, values, potential, performance and employee engagements in the companies. Data regarding financial ratios related to people and productivity revenue and cost composition of a company.

Further the companies collect data regarding efficiency and effectiveness of the HR function which includes cost ratio, rates of participation, efficiency and effectiveness of performance appraisal, recruitment, succession planning and training of the employees.

## CONCLUSION:

According to research by MIT and IBM, top-performing companies are three times more likely than lower performers to be sophisticated users of analytics. These early adopters of workforce analytics simply outperform. Organizations at the highest levels of talent analytics practice, including the adoption of workforce analytics, have 8% higher sales growth, 24% higher net operating income growth, and 58% higher sales per employee. There are some previous researches also stated that HRA has positive impact on organisational performance. This study also finds that execution of HRA has helped organisation in decision making as well as improving the performance of an organisation.

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Published by: **TRANS** Asian Research Journals

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**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00029.4**

## **ASPECTS OF TEACHING PRACTICAL ENGLISH TO THE BEGINNER AND INTERMEDIATE LEVEL STUDENTS**

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### **ABSTRACT**

*Our article is about how English language can be learned at classrooms on the bases of new pedagogical technologies with having taking into consideration the national aspect, i.e. influencing local Uzbek language and typical mistakes and difficulties in learning English by Uzbek speaking students. English lexicology concerned only with vocabulary, translations and dictionaries exist and functions at the present time and major concern are, therefore with the treatment of the problems inherent in course of lexicology from the synchronic angle. Quite an important factor in education towards, cooperation is the teacher's attitude. If she favors a cooperative style of teaching generally and does not shy away from the greater, workload connected with group work or projects, then the conditions for learning to cooperate are good. The atmosphere within a class or group can largely be determined by the teacher, who - quite often without being aware of it - sets the tone by choosing certain types of exercises and topics.*

**KEYWORDS:** *Natural, Language Teaching Methods, Natural Acquisition, Error Correction, Pressure To Speak, Access To Modified Input, Communicative Classrooms.*

## INTRODUCTION

Every few years, new foreign language teaching methods arrive on the scene. New textbooks appear far more frequently. They are usually proclaimed to be more effective than those that have gone before, and, in many cases, these methods or textbooks are promoted or even prescribed for immediate use. New methods and textbooks may reflect current developments in linguistic/applied linguistic theory or recent pedagogical trends. Sometimes they are said to be based on recent developments in language acquisition theory and research. For example, one approach to teaching may emphasize the value of having students imitate and practice a set of correct sentences while another emphasizes the importance of encouraging 'natural' communication between learners. How is a teacher to evaluate the potential effectiveness of new methods? One important basis for evaluating is, of course, the teacher's own experience with previous successes or disappointments. In addition, teachers who are informed about some of the findings of recent research are better prepared to judge whether the new proposals for language teaching are likely to bring about positive changes in students' learning.

## Discussion

Our article is about how English language can be learned at classrooms on the basis of new pedagogical technologies with having taken into consideration the national aspect, i.e. influencing native Uzbek language and typical mistakes and difficulties in learning English by Uzbek speaking students. First of all we have written it for English language teachers who teach this language to Uzbek students at schools at 5-6 grades, but it could also be useful for adult learners who are only going to learn a wonderful world of English. We believe that information about findings and theoretical views in second language acquisition research can make you a better judge of claims made by textbook writers and proponents of various language teaching methods. Such information, combined with insights gained from your experience as a language teacher or learner, can help you evaluate proposed changes in classroom methodology. Most people would agree that learning a second language in a natural acquisition context or 'on the street' is not the same as learning in the classroom. Many believe that learning 'on the street' is more effective. This belief may be based on the fact that most successful learners have had exposure to the language outside the classroom. What is special about natural language learning? Can we create the same environment in the classroom? Should we? Or are there essential contributions that only instruction—and not natural exposure—can provide?

In this article, we will look at five proposals which theorists have made for how second languages should be taught. We will review research on second language learning which has been carried out in classroom settings. This will permit us to explore further the way in which second language research and theory contribute to our understanding of the advantages and the limitations of different approaches to second language teaching.

Before we go further, let us take a moment to reflect on the differences between natural and instructional language learning settings. We will then look at transcripts from two classrooms and try to understand what principles guide the teacher in each case. Natural acquisition contexts should be understood as those in which the learner is exposed to the language at work or in social interaction or, if the learner is a child, in a school situation where most of the other children are native speakers of the target language and where the instruction is directed toward native speakers rather than toward learners of the language.

The traditional instruction environment is one where the language is being taught to a group of second or foreign language learners. In this case, the focus is on the language itself, rather than on information which is carried by the language. The teacher's goal is to see to it that students learn the vocabulary and grammatical rules of the target language. The goal of learners in such courses is often to pass an examination rather than to use the language for daily communicative interaction.

Communicative instruction environments also involve learners whose goal is learning the language itself, but the style of instruction places the emphasis on interaction, conversation, and language use, rather than on learning about the language. The topics which are discussed in the communicative instruction environment are often topics of general interest to the learner, for example, how to reply to a classified advertisement from a newspaper (Gardiner, 1922). Alternatively, the focus of a lesson may be on the subject matter, such as history or mathematics, which students are learning through the medium of the second language. In these classes, the focus may occasionally be on language itself, but the emphasis is on using the language rather than on talking about it. The language which teachers use for teaching is not selected on the basis of teaching a specific feature of the language, but on teaching learners to use the language in a variety of contexts. Students' success in these courses is often measured in terms of their ability to 'get things done' in the second language, rather than on their accuracy in using certain grammatical features. In the chart below, mark a plus (+) if the characteristic in the left-hand column is typical of the learning environment in the three remaining columns. Mark a minus (-) if it is not something you usually find in that context. Write '?' if you are not sure.

**TABLE 1: COMPARISON OF NATURAL AND INSTRUCTIONAL SETTINGS**

Characteristics	Natural acquisition	Traditional instruction	Communicative instruction
Error correction			
Learning one thing at a time			
Sample time available for learning			
High ratio of native speakers to learners			
Variety of language and discourse types			
Pressure to speak			
Access to modified input			

As you look at the pattern of + (plus) and - (minus) signs you have placed in the chart, you will probably find it matches the following description.

In natural acquisition settings

- Learners are rarely corrected. If their interlocutors can understand what they are saying, they do not remark on the correctness of the learners' speech. They would probably feel it was rude to do so.
- Language is not structured step by step. In communicative interactions, the learner will be exposed

to a wide variety of vocabulary and structures.

- The learner is surrounded by the language for many hours each day. Some of it is addressed to the learner; much of it is simply 'overheard'.
- The learner encounters a number of different people who use the target language proficiently.
- The learner observes or participates in many different types of language events: brief greetings, commercial transactions, exchanges of information, arguments, instructions at school or in the workplace.
- Learners must often use their limited second language ability to respond to questions or get information. In these situations, the emphasis is on getting meaning across clearly, and more proficient speakers tend to be tolerant of errors that do not interfere with meaning.
- Modified input is available in many one-on-one conversations. In situations where many native speakers are involved in the conversation, however, the learner often has difficulty getting access to language he or she can understand.

Learners in traditional instruction These differ from natural learners in that:

- Errors are frequently corrected. Accuracy tends to be given priority over meaningful interaction.
- Input is structurally simplified and sequenced. Linguistic items are presented and practiced in isolation, one item at a time.
- Students often feel great pressure to speak or write the second language and to do so correctly from the very beginning.
- When teachers use the target language to give instructions or in other classroom management events, they often modify their language in order to ensure comprehension and compliance.

Not all language classrooms are alike. The conditions for learning differ in terms of the physical environment, the age and motivation of the students, the amount of time available for learning, and many other variables. Classrooms also differ in terms of the principles which guide teachers in their language teaching methods and techniques. The design of communicative language teaching programs has sought to replace some of the characteristics of traditional instruction with those more typical of natural acquisition contexts.

Communicative language teaching classrooms.

Thus, in communicative language teaching classrooms we may find the following characteristics:

- There is a limited amount of error correction, and meaning is emphasized over form.
- Input is simplified and made comprehensible by the use of contextual cues, props, and gestures, rather than through structural grading (the presentation of one grammatical item at a time, in a sequence of 'simple' to 'complex').
- Learners usually have only limited time for learning. Sometimes, however, subject-matter courses taught through the second language can add time for language learning.
- Contact with proficient or native speakers of the language is limited. As with traditional instruction, it is often only the teacher who is a proficient speaker. In communicative classrooms, learners have considerable exposure to the second language speech of other learners. This

naturally contains errors which would not be heard in an environment where one's interlocutors are native speakers.

## CONCLUSION

In conclusion a variety of discourse types are introduced through stories, role playing, the use of 'real-life' materials such as newspapers and television broadcasts, and field trips. There is little pressure to perform at high levels of accuracy; and there is often a greater emphasis on comprehension than on production in the early stages of learning. Modified input is a defining feature of this approach to instruction. The teacher in these classes makes every effort to speak to students in a level of language they can understand. In addition, other students speak a simplified language.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00030.0**

## **PARADIGM OF INTEGRATED STRATEGIC PLANNING IN IT SECTOR: A CRITICAL SUCCESS FACTORS**

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### **ABSTRACT**

*“Tomorrow always arrives. It is always different. And even the mightiest company is in trouble if it has not worked on the future. Being surprised by what happens is a risk that even the largest and richest company cannot afford, and even the smallest business need not run”.*

- Peter Drucker

*Although the purpose of strategic planning is straightforward—to outline where an organization wants to go and how it’s going to get there—its nature is complex and dynamic. Two techniques, the critical success factor (CSF) method and future scenario planning, can augment strategic planning efforts by illuminating an organization’s present situation and potential future. This report explores the value of enhancing typical strategic planning techniques with the CSF method and scenario-based planning and presents an integrated framework for helping organizations understand the broad range of interrelated elements that influence strategy development. Critical success factors are defined as the handful of key areas where an organization must perform well on a consistent basis to achieve its mission. CSFs can be derived through a document review and analysis of the goals and objectives of key management personnel, as well as interviews with those individuals about their specific domain and the barriers they encounter in achieving their goals and objectives. Future scenarios allow organizations to explore multiple potential futures and generate robust strategies and early warning signs to understand how the future is unfolding. Where a vision articulates a “preferred future,” future scenarios describe how an organization might achieve its mission in different circumstances or environments. Organizations identify a focal issue or major decision the organization faces and the critical uncertainties in the macro environment, such as social,*

*economic, political, environmental, and technical forces. Scenarios are developed based on combinations of these forces and robust strategies are identified to address multiple futures. Finally, indicators are identified to help understand how the future is affecting the organization's decisions. Several organizations in using an integrated framework over the past four years. The report synthesizes documented theory and research in strategic planning, CSFs, and scenarios and provides insights and lessons regarding the value and limitations of the integrated strategic planning framework. The report includes considerations for applying this approach in the context of strategic planning for information technology. Suggestions for future work include*

**KEYWORDS:** *Illuminating, Uncertainties, Enhancing*

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## **1 INTRODUCTION**

*Industry executives and analysts often mistakenly talk about strategy as if it were some kind of chess match. But in chess, you have just two opponents, each with identical resources, and with luck playing a minimal role. The real world is much more like a poker game, with multiple players trying to make the best of whatever hand fortune has dealt them.*

—David Moschella

### **1.1 Purpose and Structure of this Report**

This report explores the value of enhancing typical strategic planning with the critical success factor (CSF) method and future scenarios. It synthesizes documented theory and research in strategic planning, CSFs, and future scenarios, and proposes an information framework for enhanced strategic planning.

#### **1.1.2. Objective& Scope**

- Exploring the use of IT or security scenarios in unit-level planning and organizational strategic planning
- Creating an integrated strategic planning process to support the integrated farmework
- Connecting CSFs and scenarios directly to one another in the monitoring stages of an integrated strategic planning process.

### **1.2 Background**

In 2005, the SEI began exploring the idea of pairing the CSF method with future scenarios in a strategic planning context. The SEI had previously used these techniques independently of one another in multiple engagements. In 2006 the SEI created an initial framework for integrating the information generated by these two techniques with information typically required for strategic planning. The initial pilot resulted in the development of a 10-year information technology (IT) strategic plan. Additional pilots have been conducted using pieces of the framework to develop one- to five-year organizational strategicplans.

### 1.3 The Strategic Planning Landscape

Strategic plans outline an organization's intended approach for achieving its mission. There are many ways to conduct strategic planning, most of which result in a plan or set of plans that articulate organizational goals and a high-level strategy for achieving them.

CSFs and future scenarios both have extensive histories with operational and strategic planning. The CSF method results in an identified set of organizational critical success factors that represent key performance areas that are essential for the organization to accomplish its mission. Scenario planning explores multiple potential futures and generates multiple robust strategies (not complete strategic plans) and a set of early-warning signs that help an organization understand how the future

is unfolding. In addition, both CSFs and scenarios provide processes that help an organization establish strong ways of thinking, communicating, and making decisions. Neither method, however, constitutes a strategic planning effort, results in a strategy or strategic plan per se, or has a direct, explicit interface with strategic planning

## 2 Strategic Planning

*In strategy it is important to see distant things as if they were close and to take a distanced view of close things.*

—Miyamoto Musashi, samurai warrior

### 2.1 Strategic Planning

*Strategic planning* is the process of defining an organization's plans for achieving its mission. Strategic planning is not only an important foundation for executing work; it also sets the stage for enterprise architecture, process improvement, risk management, portfolio management, and any other enterprise-wide initiatives. There are many documented approaches to strategic planning.. These high-level elements are described below:

- **The What:** These are descriptions of what the organization does and what it aspires to achieve—its organizational targets— including its goals, objectives, and quantitative performance measures.
- **The Present:** The present situation, or current environment, is typically described in terms of the organization's mission, guiding principles (or values), organizational strengths (or enablers), and organizational barriers (weaknesses or challenges).
- **The Future:** The desired future is described by the organizational vision and targets.
- **The How:** The preferred route to achieving the organizational goals, objectives, and mission is communicated as a strategy or as strategic goals.

Figure 1 shows the typical strategic plan elements and their relationships to one another.

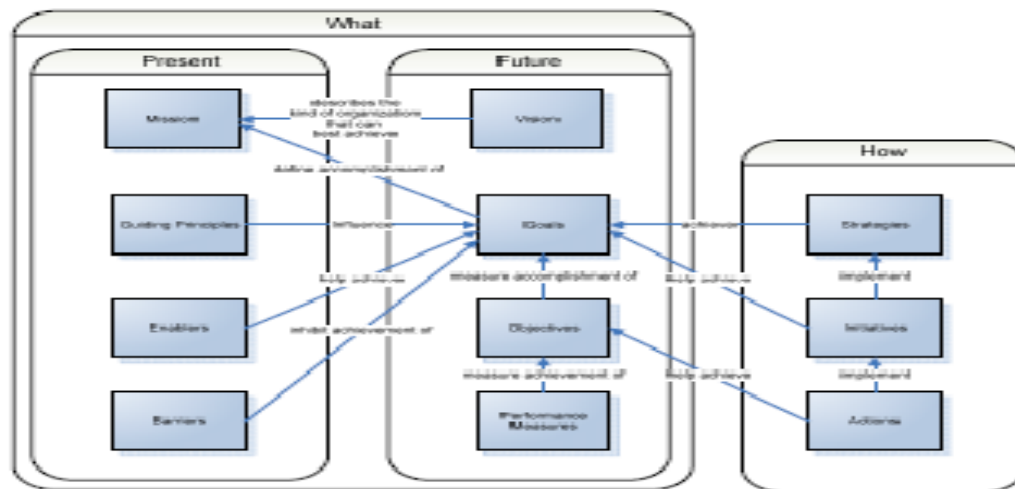


Figure 1: Typical Strategic Planning Elements

## 2.2 Strategic Planning Elements

A well-documented strategic plan is critically important for organizing thinking and communicating thoughts. Strategic plans include elements that describe an organization's present state, aspirations, intentions for the future, and approach for going forward. . Understanding these elements and their relationship to one another supports not only strategic thinking and planning, but also the effective use of CSFs and future scenarios in strategic planning efforts.

**Performance measures** describe performance targets relevant to each objective.

- “Voice of the customer: Earn customers’ business in a marketplace where they have choices by providing them with world-class quality at competitive prices.
- “Voice of the employee: Foster an inclusive and welcoming workplace consistent with the values of fairness, opportunity, safety, and security; where everyone is given the knowledge, tools, education, and encouragement to be successful; and

where everyone is recognized for and takes pride in his/her participation in customer and Postal Service success.

- “Voice of the business: Generate financial performance that assures the commercial viability of the Postal Service as a provider in a changing, competitive marketplace and to generate positive cash flow to finance high-yield investments for the future while providing competitively- priced products and services.”

## 3 Critical Success Factors

*The toughest thing about success is that you’ve got to keep on being a success.*

—Irving Berlin

Critical success factors were introduced by John F. Rockart and the MIT Sloan School of Management in 1979 as a way to help senior executives define their information needs for the purpose of managing their organizations [Rockart 1979]. Rockart traced his CSF work to its conceptual antecedent, “success factors,” introduced by D. Ronald Daniel in 1961. Daniel had

discussed the problem of inadequate management information for setting objectives, shaping strategies, making decisions, and measuring results against goals.

### 3.1 CSF Characteristics

It is important to understand the characteristics of CSFs. Some key characteristics are summarized here: CSF hierarchy, types, uniqueness, and stability over time.

#### 3.1.2 CSF Uniqueness

Caralli puts significant focus on understanding the CSFs that are unique to an industry, organization, or manager. But CSFs are not necessarily unique to the organization, division, operational unit, or individual to whom they apply. Rockart focused on the CSFs at the managerial level, along with department- or organizational-level CSFs (though he continued to acknowledge industry- level CSFs). He also noted that CSFs could be non-unique (shared across the industry) or uniquely linked to internal and external sources other than the industry.

#### 3.1.3 CSF Stability Over Time

Although CSFs may remain fairly constant over time, at least in the sense of a strategic planning period, from Rockart and Bullen's perspective, CSFs change "as the industry's environment changes, as the company's position within an industry changes, or as particular problems or opportunities arise" [Bullen 1981]. standard measures that can be applied across all divisions of an organization. There can be some migration between CSFs and specific goals, particularly when a CSF reflects a challenge or problem (temporal CSFs). A "performance gap" in a particular operational area may cause a CSF to be elevated into a fix-oriented goal. Alternately, a goal, once achieved, may migrate to a CSF for sustainment.

### 3.2 The Critical Success Factor Method

Rockart introduced a two-phased, interview-based method that began with a discussion of an executive's goals and the underlying CSFs, followed by the development of CSF measures. Caralli offers a five-step method:

- Define scope
- Collect data
- Analyze data
- Derive CSFs
- Analyze CSFs

This method provides a way of deriving CSFs through a document review and analysis of the goals and objectives of key management personnel, as well as interviews with those individuals about their specific domain and the barriers they encounter in achieving their goals and objectives. The collected information is formed into statements that represent the activities

### 4. Future Scenarios

*It is only when you're forbidden to talk about the future that you suddenly realize howmuch the future normally occupies the present, how much daily life is usually spent makingplans and attempting to control the future. Never mind that you have no control over itThe idea of the*

*future is our greatest entertainment, amusement, and time-killer. Take it away and there is only the past...*

—Erica Jong

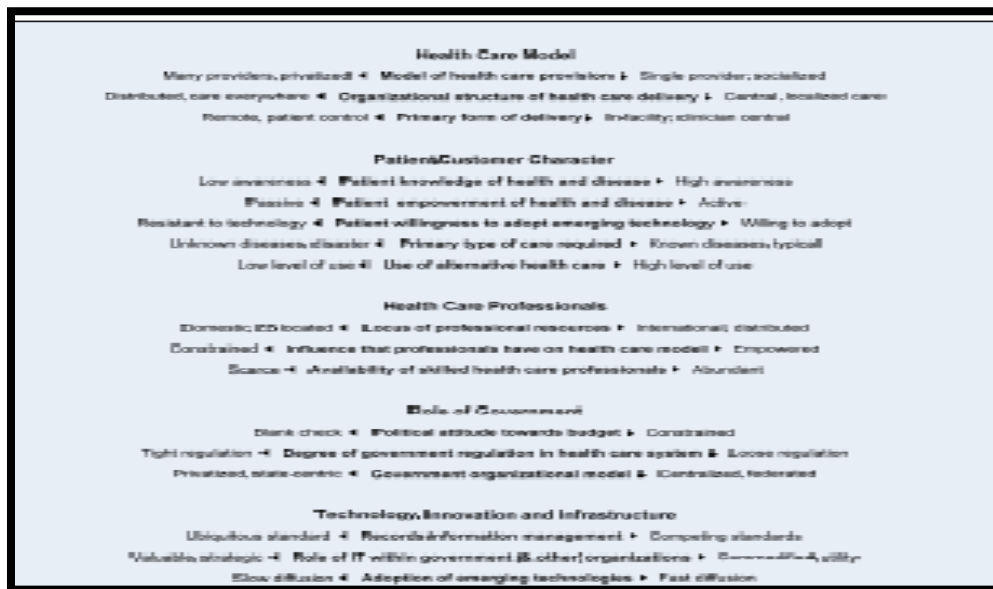
#### 4.1 The Future Scenario Method

Global Business Network, a leader in scenario-based planning, uses a group-exercise approach to scenario work. Van der Heijden describes an interview-based method much like the one described for eliciting CSFs. Ogilvy and Schwartz provide a good description of the scenario-planning method [Ogilvy 2004]. In either case, the basic method for developing future scenarios uses these major steps:

1. Identify a *focal issue* or major decision the organization faces. To ensure that the scenarios will be relevant to the organization's business environment, the organization begins by identifying an issue or decision that matters to the organization. In this fashion, the organization conducts the work "from the inside out." A focal issue can be broad

(what will characterize our business environment in 10 years?) or more narrow (should we introduce a new product line?).

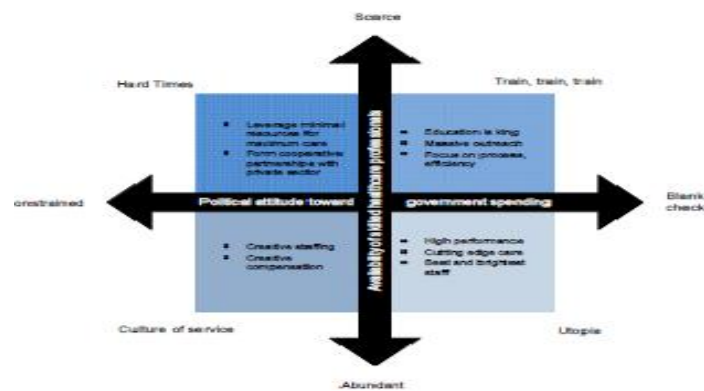
2. Identify the *driving forces* in the macro environment that influence the key factors.: Common areas of consideration are social, economic, political, environmental, and technical forces. Research into areas such as new markets, technology trends, political factors, and economic forces is appropriate. This step can be difficult if the organization is not used to doing anticipatory thinking. Figure 2 provides an example of driving forces for government health care.



3. Identify the *critical uncertainties* relevant to the focal issue.: The organization ranks each key factor and driving force based on its importance to the focal issue or decision and the degree of uncertainty surrounding it. The goal is to identify the factors and forces that are the most important and the most uncertain. above Figure provides an example of critical uncertainties for government health care.



4. Select *scenario logics*. Possible futures are identified by examining critical uncertainties. Critical uncertainties can be examined along a *spectrum* (a single axis), a *matrix* (two axes), or a *volume* (three axes). The goal is to create just a few scenarios whose eventuality will make a difference to decision makers.
5. Flesh out the *scenarios*. Each scenario is then expanded into a narrative that addresses the critical uncertainties. The resulting scenarios represent very different, but plausible, futures that are relevant to the focal issue. The goal in fleshing out the scenarios is to describe each future in such a way that its limits are explored and understood. Each narrative should be compelling and thought provoking.
6. Identify implications and *robust strategies*. The organization considers how the focal issue or decision will look across the various scenarios. Which decisions or strategies will work well across multiple scenarios? Strategies that serve well in multiple, varied futures are considered robust. Figure 3 shows scenarios for government health care with possible implications for each scenario.



## 7. Identify indicators.

Indicators are early warning signs that a particular scenario is or is not unfolding. Indicators can help an organization understand how the future affects its strategies and decisions. The logical coherence built into a scenario allows the implications of important indicators to be drawn back out of the scenarios; the scenarios can translate the behavior of an indicator into organization- or industry-specific implications. Once scenario planning is complete, the scenario insights can be used to develop full organizational strategies.

### 4.3 General Limitations of Scenario Planning

John Schoemaker's "Twenty Common Pitfalls in Scenario Planning" highlights common difficulties with scenario planning. He divides the issues into two categories: process pitfalls and content pitfalls. One of the pitfalls Schoemaker describes is the failure to link scenarios into the planning process. "The scenario process should not be an isolated activity, unconnected to other organizational decision-making processes. Ideally, scenario planning should be tied into the existing planning and budgeting process. However, the transition from using scenarios as thinking frameworks and intellectual lenses to using them for project evaluation requires careful management."

## 5 Integrating Critical Success Factors and Future Scenarios with Strategic Planning

*It all comes down to the ability to go up and down the ladder of abstraction, and being*

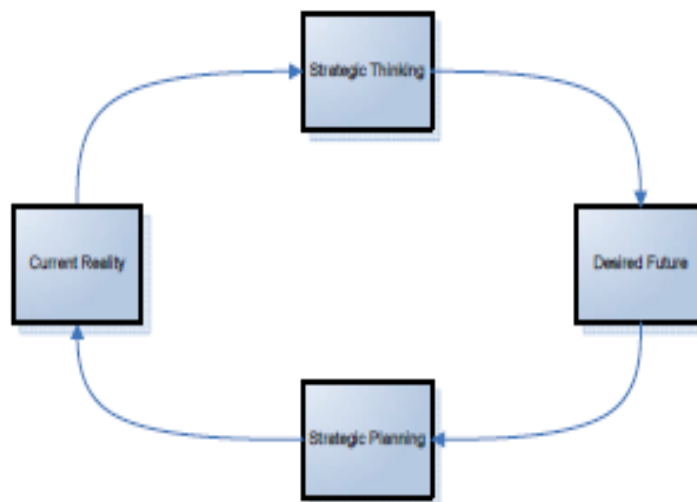
able to see both the big picture and the operational implications.

—Loizos Heracleous

### 5.1 Strategic Thinking

A common criticism of strategic planning is that it is overly involved with extrapolation of the past and present and can create the illusion of certainty regarding the future [Heracleous 1998]. A good strategic planning process does more than produce a tangible output (a documented plan); it supports ongoing strategic thinking, discussion, and behavior. In a good strategic process the strategic plan provides a dynamic map for an organization's considered movement through time and sets the stage for enterprise architecture and organizational improvement efforts.

*Strategic thinking* focuses on finding and developing organizational opportunities and creating dialogue about the organization's direction. Strategic thinking is creative, divergent, and synthetic while strategic planning is conventional, convergent, and analytical [Liedtka 1998]. When strategic thinking is employed, the planning process itself provides critical value—but strategic planning is still required for effective strategic work. If nothing else, the divergent results of strategic thinking must be made operational through convergent strategic planning. Jeanne Liedtka provides a thoughtful analysis of the essential differences between traditional strategic planning and strategic thinking. She explains that strategic thinking involves five elements: a systems perspective, a focus on intention, a focus on time, a focus on opportunity, and hypothesis testing. She presents a framework for creating a strategic process that continually examines the tension between aligning to a plan and fostering change and adaptability presents a framework that links strategic thinking to the articulation of options, and strategic planning to the generation of actions [Conway 2004]. Figure 4 shows a high-level strategic planning process that allows a balance between strategic thinking and strategic planning.



CSFs and scenarios are stand-alone methods that support strategic planning and strategic thinking. the ultimate purpose of scenario planning as helping an organization find a good and unique fit with its ever-changing environment r makes a very useful distinction between learning scenarios, those that serve as tentative hypotheses to be explored and tested through discussion and research, and decision scenarios, those that are to be tested against to determine which strategies will serve well in various futures. Both the scenario planning method and the CSF

method support strategic decision-making by strengthening the ability to make good, information-based decisions. Expanding the breadth and depth of knowledge and thought that are available for making strategic decisions can only strengthen the decisions and strategies themselves.

## 5.2 The Strategy Paradox

The strategy paradox is a consequence of the conflict between operational commitment and strategic uncertainty. In *The Strategy Paradox*, Michael E. Raynor provides this definition of the strategy paradox: “The strategy paradox arises from the need to commit in the face of unavoidable uncertainty. The solution to the paradox is to separate the management of commitments from the management of uncertainty. Since uncertainty increases with the time horizon under consideration, the basis for the allocation of decision making is the time horizon for which different levels of the hierarchy are responsible: the corporate office, responsible for the longest item horizon, must focus on managing uncertainty, while operating managers must focus on delivering on commitments”

## 5.3 Integrating Critical Success Factors and Future Scenarios with Strategic Planning

CSFs and scenarios each augment important pieces of the typical strategic planning landscape. CSFs articulate operational activities that support the mission and reveal information to be monitored over time. Scenarios lead to strategic conversations and uncover potential futures for which an organization can monitor. CSFs and scenarios, although they produce tangible results, also provide processes that help an organization establish strong ways of thinking, communicating, and making decisions. Figure 5 shows the schematic way in which CSFs and scenarios integrate with the typical strategic plan elements.

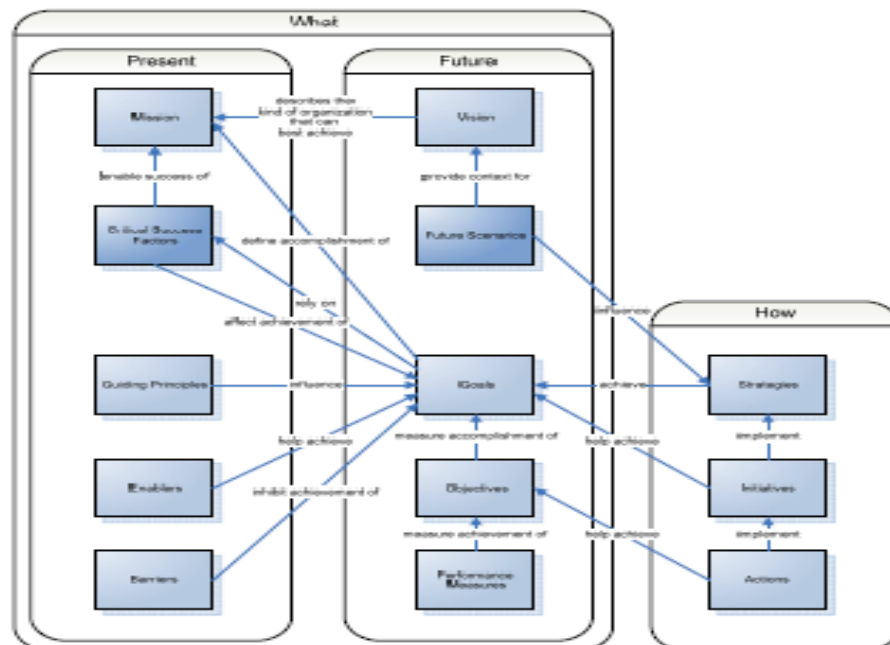


Figure 5: Critical Success Factors and Future Scenarios with Typical Strategic Planning Elements

Implementation of a strategic plan, coupled with review and maintenance of the strategy to ensure that it stays relevant over time, are critical components of strategic planning not covered in this paper. Both the critical success factor method and the scenario planning method stress the importance of maintenance and provide fitting maintenance techniques.

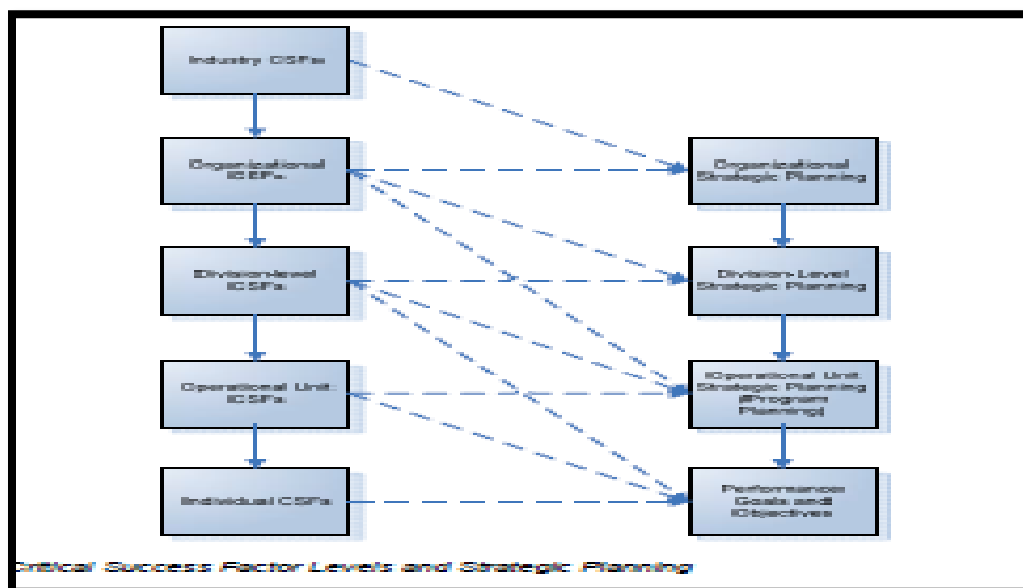
### 5.3.1 Critical Success Factors and Strategic Planning

For Bullen and Rockart, CSFs are made explicit for the purpose of setting priorities and allocating resources, especially management attention. They state that CSFs add value to the planning process by exposing those variables that will most affect success or failure in pursuit of organizational or managerial goals. CSFs describe the operational necessities of the present state. CSFs are “a logical and necessary input into the corporate strategic planning process” enveloped to excel in those areas where high performance is critical, and CSFs are a logical input to the strategic planning process. (In fact, they assert that CSFs are a necessary input to the strategic planning process.) But CSFs do not provide sufficient input to strategy development. The CSF method must be integrated with a fully defined strategic-planning method that includes a situation analysis component, a visioning component, and a goal-setting component. CSFs fit naturally with planning because they allow an organization to define—at any point in time—the factors that are crucial to the organization’s success during the planning period.

#### CSFs to three levels of planning:

- Industry CSFs to strategic planning
- Organizational- and division-level CSFs to program planning
- Individual CSFs to action planning

In practice, particularly in today’s environments, there is cross-wise relevance between the various levels of CSFs and the various levels of planning. With the addition of division-level and operational- unit-level (e.g., IT or security) strategic plans, along with operational-level CSFs are similarly critical to the associated level-specific plans. Figure6 shows the relationships between CSF levels and strategic planning levels.



### **5.3.2 Critical Success Factors and Typical Strategic Planning Elements**

This section distinguishes CSFs from other strategy elements and clarifies the relationships between CSFs and other elements.

#### **5.3.2.1 General Relationships**

CSFs have direct relationships to an organization's mission and goals. Like other strategic planning elements that affect strategy indirectly, CSFs affect strategy through their effect on the organization's achievement of its goals and their ability to enable the success of the mission

#### **5.3.2.2 CSFs and Measures**

In an early contribution to the work on critical success factors and management control systems Anthony et al. emphasized that the development of timely, concise measurements was crucial to monitoring identified CSFs [Anthony 1972]. Although not all documented CSF method descriptions include developing CSF measures, measures were also a fundamental part of Rockart's original CSF method. Rockart writes, "Critical success factors are areas of activity that should receive constant and careful attention from management. The current status of performance in each area should be continually measured, and that information should be made available". Critical success factors can establish a set of performance measures that directly link operational issues to the mission.

### **5.3.3 Future Scenarios and Strategic Planning**

The future-focused element of most strategic planning approaches is a description of a desired future, or organizational vision. Because external forces shape the future environment in many ways that are beyond the organization's influence, an analysis of multiple futures greatly increases the value of future analysis. When scenario planning is used, future scenarios describe multiple and plausible futures subject to external forces. Future scenarios are inherently linked to planning and decision-making, but their role in setting strategy is not elementary. Scenarios facilitate the identification of large-scale uncertainties or forces that push the future in different directions. A robust strategy is one that will play out well across several possible futures. Strategies that make sense in only one or a small number of precise futures represent a gamble.

In addition to supporting strategic decision-making, scenarios provide good context for developing an organizational vision, which articulates ways in which the organizational mission might be achieved. While multiple scenarios are explored and maintained, the visioning process ultimately yields a single shared vision. The relationships between future scenarios and strategic planning elements. Scenario planning is a technique suited for executives at the highest level of an organization. Senior executives are best equipped for long-range planning and managing uncertainty. Along those lines, future scenarios can seed risk-management efforts by highlighting the negative effects of uncertainty. They can act as the opportunistic counterpart to enterprise risk management. The warning signs identified in a future scenario effort might also be used to inform risk management efforts.

### **5.4 Linking CSFs and Scenarios**

While there is no critical dependency between CSFs and future scenarios, the former can be useful when formulating the latter. CSFs can provide an organizationally tailored filter for highlighting certain scenario drivers. engagement with a major federal government agency, the SEI used CSFs to expand the characterization of situational drivers. We found that organizational

CSFs had particular relevance to economic and political issues (or drivers), and IT CSFs were generally focused on technological issues. Depending on the nature of an organization's business or planning scope, there could be other relationships between CSFs and scenario drivers worth exploring.

## 6 Special Considerations for IT Strategy

*Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without talking about the other.*

—Bill Gates

### 6.1 IT Strategic Planning

In his book *An Introduction to Enterprise Architecture*, Scott Bernard identifies IT as a commodity—a resource for organizational and mission-specific requirements [Bernard 2005]. In addition to being viewed as a resource for an organization, IT is commonly viewed as an enabler of the non-functional requirements, or quality attributes, of a system (e.g., reliability, availability, usability). IT provides an integral support function to an organization, contributing directly to the efficient and effective achievement of the organizational mission [Caralli 2004]. Before IT, information systems (ARE) existed without technological support. Although IT is the current enabler of IS, IS is part of a much larger domain of information and communication that will continue to evolve in response to technological innovation and societal change. John Ward and Joe Peppard make a distinction between IS and IT that is relevant to understanding IT strategy. IS represents the information and systems that support the overall strategy of the organization. An IS strategy, then, represents the organizational information and systems demand. IT, on the other hand, represents the technology that supports the information needs, or technology supply. Note that IS demands can be met by means other than IT (i.e., by human processes or other non-technical solutions). An IT strategy outlines how technologies will support the organization's information demand and overall business strategy IT Strategy refers to a global level of thinking about IT and its integration with the rest of an organization. Enterprise architecture concepts focus on the importance of aligning IT strategies to both cross-cutting (organization-wide) and mission-specific requirements. The ultimate goal of IT strategic planning, according to Gunasekaran and Garets, is to provide a broad and stable vision of how IT contributes to the long-term success of the organization.

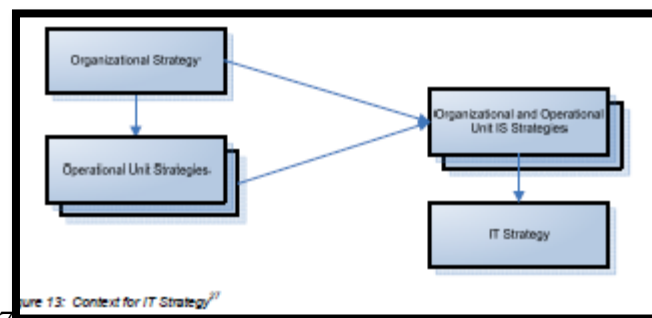


FIG:7

### 6.2 IT Critical Success Factors

Caralli notes that “operational unit CSFs tend to be less influenced by the organization's industry and more focused on the contributions necessary to support the organization's strategic goals and mission.” He points out that the success of an enabling group, or resource, like security or IT,



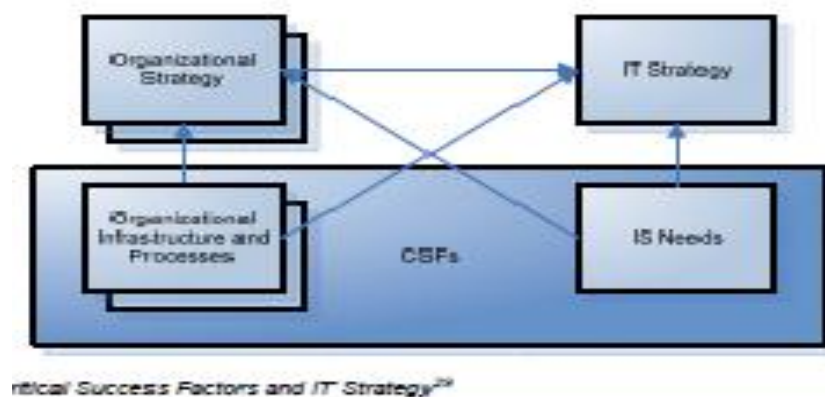
relies heavily on an understanding of higher level CSFs for their own level-specific strategic planning. A good IT strategic plan must include an understanding not only of its own CSFs, but of the CSFs for the divisions of the organization it supports, as well as the higher-level organizational CSFs. In fact, Caralli states that the success for an enabling program can be a reflection of how it contributes to the organization's highest-level CSFs IT organizations often create strategies that fail to answer certain basic questions such as :

- What should be supported? What is the priority?
- What kind of support is needed?
- What happens if the organization is not supported?
- What parts of the organization need to be involved? What if I don't have direct control over them?
- How will success be measured?

Caralli proposes that organizational CSFs can provide answers to these questions because

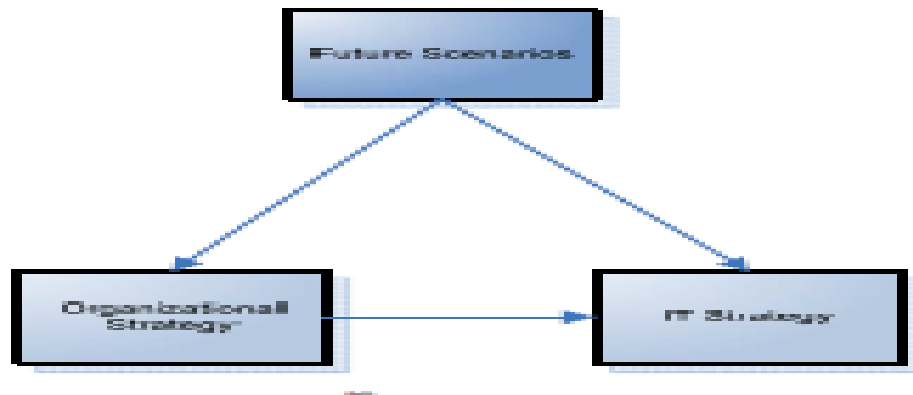
- They represent the field of vision of top management.
- They reflect the business drivers of the organization.
- They reflect the goals of the organization.
- They provide a unifying effect by articulating a common purpose.
- They can provide a measure for success in demonstrating contribution to the organizational mission.

IT organizations tend to function as operational units adjacent to the lines of business, which add value not by producing direct products or revenue, but by enabling or enhancing the way work is accomplished. IT organizations typically address non-functional aspects of organizational plans; they address how work is done—making things faster, more efficient, more reliable, and cheaper. It is important, and difficult, to develop IT strategies that align with organizational goals and directly support the mission. As with organizational strategies, IT strategies can benefit greatly from paying attention to CSFs. Fig.8 given below:



### 6.3 IT Future Scenarios

The key to an IT strategy is that it explains how information technology will align with and support an organization's overall business strategy and reflects a global level of thinking about IT and its integration with the rest of the organization. For this reason, organizational scenarios can be used to explore IT options. It may also be fruitful to develop IT-specific scenarios, in alignment with organizational scenarios. The SEI has not yet explored this area, in Fig.9 shown below,



## 7. FINDINGS

Strategic planning is best viewed as a way to support strategic decision-making. The CSF method as a way of identifying the information needs of organizational decisionmakers. Both the scenario planning method and the CSF method support strategic decision-making by strengthening the ability to make good, information-based decisions, which strengthens the decisions and strategies themselves. In fact, all planning methods (strategic planning, the critical success factor method, and scenario Planning) have this limitation and cannot guarantee success. And so, scenarios are not a means to a strategy, but a means to a strategic conversation, which should lead to smart strategic decision-making. While neither CSFs, scenarios, nor strategic planning itself guarantee the development of an explicitly correct strategy, they provide information that supports good decision-making. Both the critical success factor method and the scenario planning method are well-defined approaches. It is important to remember that care must be taken with both methods to produce valid and useful results. When the methods are used together and integrated with a strategic planning method, even greater care must be taken to ensure that the integrity of the various methods is maintained and the results are valid. Nonetheless, a substantially enriched strategic thinking process can be attained.

### 7.1 Suggestions: Future Work

CSFs and scenario planning are excellent techniques for managing operational commitments and managing the uncertain future. Combining these techniques in a strategic planning effort have demonstrated viability and produced a strategic planning framework. The following additional tasks would enrich the current work:

- **Explore the use of IT or security scenarios.** Because of the value scenarios bring to decision making, IT, security, or other operational-level scenarios are likely assets in unit-level planning (IT strategy or security strategy) and organizational strategic planning.

• **Create an integrated strategic planning process.** The strategic planning framework described in this document has established a way to integrate the data created by a strategic planning process, the CSF method, and scenario planning. This work also showed that a typical strategic planning process could be enhanced by augmenting it with the CSF and scenario methods; however, an integrated process remains undefined. This integration will vary with different strategic planning approaches, but the integration need not be complicated, only explicit. A robust strategic planning process/methodology that includes strategic thinking, regular reviews, and a solid documentation approach is strongly indicated. Future work should support the codification, use, and refinement of a strategic thinking and planning process.

## 8 CONCLUSIONS

*The trouble with our times is that the future is not what it used to be.*

—Paul Valéry, French poet

Critical success factors and future scenarios are useful augmentations to strategic-planning efforts. They illuminate an organization's present situation and potential future, respectively, and contribute to a robust strategic planning framework. The enhanced strategic planning framework connects elements of each methodology and improves the depth of strategic analysis and thinking. When the CSF method and scenarios are used together and integrated with a strategic-planning method, they also expose the value of an overarching strategic-thinking and strategy-development process. The information framework for augmented strategic planning presented in this paper serves as an umbrella for enterprise architecture and organizational improvement efforts. A complete set of strategic planning information assets is not hard to build and can stand in for a robust process. Once information assets are developed they can be easily updated and maintained and can open up energy in the organization for improving processes for strategic planning. A fully enhanced strategic planning process, depicted in below Figure 10 can be adopted over multiple strategic planning cycles.

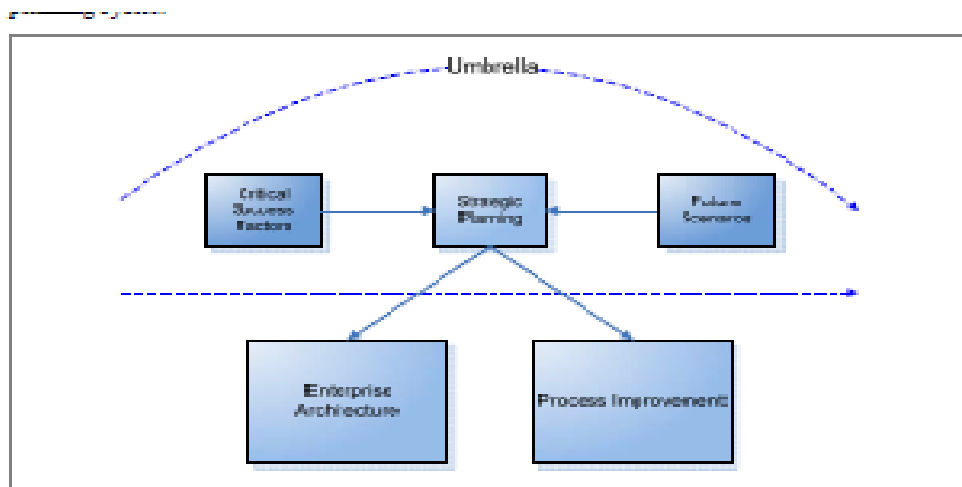


Figure 10: Enhanced Strategic Planning in Context

## Appendix

### CSF Interviews

The interview process, like the CSF method, is simple and can be used much more broadly than for developing CSFs alone. Interviewing individuals was to collect individual CSFs that could

be viewed as a group, wherein consistently referenced ideas could be extracted and refined into a set of organizational CSFs the CSF-style executive interviews can be used to elicit other insightful information, including goals, guiding principles, barriers, visions, measures, and more. Information beyond the scope of CSFs can be collected via these interviews either explicitly or by accident. Open-ended questions like those used in the CSF method elicit free-form data that can be off topic—and useful, or not. When recognized, the expansion of an interview question or answer can yield exceptionally useful information; alternately, it can muddy an already challenging pool of information.

### Scenario Output

Ideas flow quickly and furiously in scenario planning when things go well. Capturing the proceedings and results of a scenario workshop is invaluable. Considerable effort should also be anticipated for post-processing—the scenarios must be written down to be useful. A special effort should be made to capture the stories that come out of the workshop, as these are the essence of the scenarios.

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**DOI NUMBER: 10.5958/2278-4853.2020.00031.2**

## **SOCIAL-PHILOSOPHICAL AND SPIRITUAL-MORAL VIEWS OF THE AKHMAD DASH**

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### **ABSTRACT**

*The ideas put forward in the socio-philosophical and spiritual-moral views of the famous 16th-century encyclopaedic scholar Isomiddin Ahmad Tashkprizade are still relevant today. His ideas are flooded with humanism, and the human factor comes first. Tashkent's ideas about justice, science, enlightenment, occupation and education can contribute to the spiritual and moral development of the society even in the context of its independence. The article provides more details. In the capital Tashkent, the importance of wisdom, or philosophy, is explained by a hadith: "A person's learning a word from wisdom is better for him than the world and all its factors. According to the scholar, there is no difference between secular and religious sciences, because they complement each other. During her teaching experience at Tashkent Bridge, she teaches to the students of madrasa the sources related to the science of kalam, fiqh, jurisprudence, interpretation and hadith. In 1545, Ahmad was appointed to Bursa as governor of Tashproizo and served as a lecturer at the Sahn madrasahs until 1547. Only people with intelligence and understanding can understand this level. What is the highest and most important task of acquiring knowledge is to take precedence over prophethood and to the level of martyrdom. A person must realize how great and superior his knowledge is. Such social, ethical, philosophical and natural-scientific views of Tashkentproduct have had a profound impact not only on the development of their time, but also on the scientific thinking of the later Eastern scholars. The variety of his creations has been the subject of repeated appeal to him for many years.*

**KEYWORDS:** Tashkent, Word, Science, Wisdom, "Adab ul-deba wa al-debar", Discussion Ethics, Secular Science, Religious Science, Classification of Science, Ethics, Diet, Commercial Ethics.



## INTRODUCTION

The full name of the most prominent and famous representative of his time is Abul Khair Isomiddin Ahmad ibn Muslihiddin Mustafa Khayriddin Khalil Tashkprizoda. It is his pseudonym in Stone Bridge. Its ancestors trace their origins to Central Asia. The ancestors of the scientist avoided the conquests of Genghis Khan in the early thirteenth century and first settled in Afghanistan and Iran, and later in Anatolia and settled in Tashkent.

Isomiddin Ahmad was born on October 2, 1495 in Bursa, Turkey. He studied Arabic, the Quran and other sciences related to his father, Muslihiddin Mustafa and his uncle Qivamuddin Qasim, and the natural and scientific views of Ali Kushchi from Mirim Chalabi. After completing his studies in Tashkent during the reign of Sultan Salim Khan, Yavuz began his career as an officer of the Anatolian judge Serdefter Afodil Sayyid. Later, in 1524, the young scientist was appointed as a dharma clerk at the Oruch King's Madrassah in Dimoteka. In 1525 he was Hoji Hasan in Istanbul, Uskub Isa in 1529, Istanbul Castle in 1535, Mustafa King in 1537, Edirne Uchsherefeli in 1538, Saman Bayazid Madrassah in 1539 and Edirne in 1543. During her teaching experience at Tashkent Bridge, she teaches to the students of madrassa the sources related to the science of kalam, fiqh, jurisprudence, interpretation and hadith. In 1545, Ahmad was appointed to Bursa as governor of Tashproizo and served as a lecturer at the Sahn madrassahs until 1547. He served in that capacity until 1553 in the city of Tashkent, which was converted to the judiciary of Istanbul in 1551. By this time his eyes are blinded and he will finish his work. He died March 2, 1560, aged 67 years. Tashkent's role in the judiciary and dharma affairs, especially in the field of ethics, poetry, literature, history, theology, and the arts, has taken a special place. He has more than 40 scientific works and more than 30 treatises on language, logic, religious science, history, history of science, medical classification, philosophy, mathematics, ethics, and philosophy.

One of the most important aspects of his scientific work is his research on universal ideas and current topics. The philosopher's work "Ash-shaqaqiq an-nu'maniyya" has been incorporated into the curriculum for many years in the Ottoman madrassahs. The work was written during the rule of the Ottoman Empire - during the rule of Sultan Sulaiman I. The book "Ash-Shaqaqiq an-Nu'maniyya" provides an autobiography of scholars and saints who lived in the Ottoman state, starting with Uthman Ghazi until 1558 during the reign of Sultan Sulayman. This work is divided into 10 parts, divided into 10 periods by the rulers of the 10th generation of the state, with a total of 521 biographies of 371 scholars and 150 saints. Due to its high value and importance, this book has been translated into Ottoman Turkish by a number of scholars such as Ashik Chalabi, Muhtasibzadeh Mahmud Haqq, Ibrahim ibn Ahmad

In the capital Tashkent, the importance of wisdom, or philosophy, is explained by a hadith: "A person's learning a word from wisdom is better for him than the world and all its factors. According to the scholar, there is no difference between secular and religious sciences, because they complement each other. " In Tashkent, which coincides with the beginning of philosophical thought on Idris, the sages refer to philosophers like Socrates, Plato and Arestotel. In his work called Mawduot al-ulum, the science of theology is a science that discusses all beings. The subject of this knowledge is also in existence. The idea is to embrace a true belief. The works and ideas of a scholar devoted to theology are much more numerous than in any other field.

The socio-philosophical and spiritual-moral views expressed in the works of Toshkprizadeh, in turn, have provided a sufficient basis for the development of the scientific thinking of the

scholars of the Muslim East. The diversity of his creations has been the subject of repeated appeal to him for many years.

The socio-philosophical views of Tashkentpropod had a significant influence on the development of scientific thinking of that time. In his work *Risolatu al-shuhud al-al-fi fiababis al-wujood al-zihni*, he approaches the problem of life from the point of view of the philosophy of kalam. In this booklet, the scientist outlines his views on the existence or absence of the figurative and real existence. He has been ontologically analyzing the issue of "spirituality" in the philosophy of the Word.

The philosopher considered the role and importance of science in the development of society. He explained the virtues of knowledge and the importance of learning in Islamic religion and hadiths, saying, "Scholars are the inheritors of the prophets." These are the prophets, the scholars and the martyrs. Prophecy is the highest of the highest levels. Only people with intelligence and understanding can understand this level. What is the highest and most important task of acquiring knowledge is to take precedence over prophethood and to the level of martyrdom. A person must realize how great and superior his knowledge is. A person must endure the difficulties and dangers of learning. It is the duty of both men and women to learn.

The hadiths also say, "Those who set out for the sake of knowledge and endure hardships and difficulties will be guided by Allah to Paradise" and "Knowledge is obligatory for every believer." He tried to explain the importance of science in Tashkent by using such examples. Referring to the conditions of learning and the duties of the scholars, he says that children should begin by learning the Qur'an first by memorizing it. Because when a person memorizes at a young age, it is stored in the memory for a long time, as if it were written on a stone surface.

In the Stone Bridge it is said that man should prefer science to wealth. In order to substantiate this idea, he quotes the Caliph Ali's statement that knowledge is superior to wealth in seven respects: 1) The inheritance of the prophets, and the wealth of the Pharaohs; 2) Science does not disappear by accident, but wealth can be reduced or lost; 3) Wealth needs a guardian, science doesn't need it. On the contrary, knowledge protects man and protects him from evil; 4) When a rich person dies, he leaves his wealth in this world. When a scholar dies, his knowledge goes to the grave; 5) Wealth is given to both the believer and the disbeliever. Knowledge belongs to the believer only; 6) People need scholars in religious matters. The rich do not feel the need for it; 7) Knowledge brings pleasure, but wealth is a pleasure to a person.

In Tashpropuzoda, everyone should teach others what they have learned. When a scientist uses his scientific lessons and needs them, the scientist will always be respected. The philosopher considered science to be valuable and worthwhile to man. He encouraged people from an early age to become interested in the profession. The scientist strongly condemned ignorance, ignorance, pride, ignorance, ignorance and boasting of his own wealth. In their vision at Tashkent Bridge, it encourages people not to be overwhelmed by the difficulties of acquiring knowledge and to overcome them with a steady step. As an example of the way he calls, he possesses a great deal of knowledge of his day, no matter how hard he tries,

He had considered his knowledge of science in Tashkent quite little.

He also commented on the things that should be done by those who collect wealth in Tashkent. According to him, a person needs to know what the purpose is and accumulate only what he can. It is important to know where and how wealth comes from it, and the best way is to renounce the

illicit wealth. A person should be able to save his own wealth and be generous to others. The most important thing is that a person must constantly regulate his / her intention for wealth.

He also mentioned that there are many benefits to diet in Tashkent. According to him, diet is the cause of the purification of the heart, and the human heart is ready to experience the pleasures of prayer and remembrance. Hunger reminds us that we do not forget the suffering of this world and the Hereafter, and it restricts the lusts, desires and dreams that cause all sins. Diet helps a person to sleep less and to stay awake at night and to do more. If someone is rich, he drinks a lot of water. He drinks lots of water and sleeps more. Anyone who has a lot of sleep will be wasted. As a result of a diet, a person can improve his or her body, because eating too much is the cause of all illnesses. A person will receive rewards such as feeding the food he has saved in the diet for the poor and orphans.

The scientist, explaining the ethics of commerce, says that the seller should not boast about his property because he is a liar if his attributes do not belong to him. He also says that he should tell the buyer openly that he should sell the property because of its shortcomings and faults. If he does not sell, he will betray himself and the buyer. This can lead to the deterioration of human relationships.

He also mentioned the ethics of eating. He said that when eating food people should always follow seven things: 1) Food should be eaten in an honest manner; 2) Washing hands before and after civilization; 3) Put the food on the table. Eating on the ground is sunnat; 4) Eating comfortably (as the scholar explains the fourth aspect, standing upright reminds me that it is makruh); 5) A person should aim to provide strength for prayer and obedience while eating. One should learn to be satisfied with even the smallest amount of food; 6) Be prepared and satisfied. 7) You should try to eat a lot of food. In explaining the seventh aspect of Tashkpriz, he said that the more hands extended to the meal, the more blessings he had and the Prophet (peace be upon him) did not eat alone.

Clearly, Tashkent is trying to substantiate its moral and ethical principles based on the Quran and hadith. He based his views not only on the spiritual and moral but also on the philosophical, social, political and other fields from the perspective of Islam. This can be explained by the fact that Tashkent has been a judge for many years, with a good knowledge of Islamic law, hadith science, and religious knowledge.

All the research by Ahmad Toshkprizade covers many areas, and each of his works is of philosophical and scientific value. One of the most important works on the ethics of debate is the philosopher's book "Adab ul-deba wa al-debate". Through this booklet, he outlines the terms, rules and other aspects of debate in Tashkent that need to be addressed. The study of this work gives us a clear idea of the Oriental traditions of scientific debate. The ideas put forward by the work have not lost their importance not only in their own time, but also in their later years. In the work, the scientist focuses on the most important issues of human behavior, behavior and behavior.

In this work, the philosopher says, "For the sake of truth and truth to be debated, the two sides must carefully look at the relationship between the two things and think about the benefits of the subject. While both sides have many responsibilities in this debate, there are also some ethical considerations. Speaking about the ethos of debate in Tashkent, it highlights nine important aspects: (2) Do not use pompous and underused words in the debate; 3) Do not use abstract and obscure words; 4) We should not disagree with the opposing party without fully understanding it.

(5) Avoid thoughts that are inconsistent with the main point of the discussion. 6) Don't laugh at the debate; (7) During a debate, a person must speak out loud; 8) More discussion with respected, respected, and respected people; (9) No need to think blindly in the debate.

He also expressed his spiritual and moral views in the city of Tashkent by the work of Sharh al-Ahl al-Adudiyya. This work covers important issues in human behavior. According to Toshkprizoda, any noble deeds, good deeds and noble deeds are based on the essence of God. God encourages people to refrain from bad behavior. Evil behavior, sins, sins, and atheism are not unique to a person. They are just things that are designed to test people. A person may lead a life of dignity, do good work or fall into wrongdoing. And sin leads to punishment. According to the philosopher, God has commanded more people to do good and good deeds than to do extravagant acts. God will punish bad people. The views expressed by Toshkprizoda and his moral views are still relevant today.

## CONCLUSION

In Tashkent, he adheres strictly to Islamic principles, the Quran and the Shari'ah. In his view, in order to attain godliness, a person must regularly engage in good deeds in this world, work hard and work hard, help other people, and fight evil and sinful deeds. The person must form in himself such noble aspirations, generosity, generosity, courage, justice, purity, patience, humanism, knowledge and will. In Tashkent, he often tries to base his views on the Quran and hadith. He based his views not only on moral matters but also on philosophical, social, political and other fields.

Such social, ethical, philosophical and natural-scientific views of Tashkentproduct have had a profound impact not only on the development of their time, but also on the scientific thinking of the later Eastern scholars. The variety of his creations has been the subject of repeated appeal to him for many years.

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**DOI NUMBER: 10.5958/2278-4853.2020.00032.4**

## **ASSESSMENT OF THE EVALUATION OF ORAL HYGIENE IN CHILDREN WITH CEREBRAL PALSY**

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### **ABSTRACT**

*Cerebral palsy, one of the diseases of the central nervous system, is a serious disease that is caused by various brain injuries during the first year of life: before, inside and after childbirth. Patients with cerebral palsy lag behind in physical and mental development, and due to their inability to help themselves, this causes not only medical, but also social problems. Proper dental care for sick children with cerebral palsy is one of the measures to prevent diseases of the oral mucosa and its complications. According to S.V. Erzina (2005) Children with cerebral palsy, aged 7-18 and the prevalence of periodontal disease in adolescents is 94.4%, in most cases they occur in the form of chronic catarrhal gingivitis [1.3]. Oleinik (2001, 2002, 2008) found the following increased dental performance in children with central nervous system diseases: The prevalence of caries (98.0%), the prevalence of periodontal disease was found in 80.0% and hypersalivation processes in 84%.*

**KEYWORDS:** Cerebral Palsy, Papillary, Marginal, Alveolar, Oral Hygiene Index

### **INTRODUCTION**

Providing dental care for children with cerebral palsy is one of the most pressing problems in medicine today.

Changes in the general condition of the oral mucosa and changes in salivary composition, such as changes in the acid and alkaline environment in the salivary composition, are fundamentally different in healthy children [1.3.5]. When salivary components are present in the pathological state of phosphorus, magnesium and other micronutrients, they cause various diseases in the children's body [2.4]. NA Wichalkowski (2011) has been successful in the treatment of chronic catarrhal gingivitis in children with cerebral palsy using BOS + DVUS + Calcine.



Study of oral hygiene status in children with cerebral palsy V.R. Ogonyan (2003) from the Fedorov-Volodkina method, He used the Schiller-Pisarev tests and the PMA index. Research has shown that: High prevalence of systemic enamel hypoplasia (19.04%), dental diseases with caries (93-100%). His research is by confirms poor hygiene of children with cerebral palsy, this is much higher than for children without this pathology. According to S.V. Erzina (2005) Children with cerebral palsy, aged 7-18 and the prevalence of periodontal disease in adolescents is 94.4%, in most cases they occur in the form of chronic catarrhal gingivitis [1.3]. Oleinik (2001, 2002, 2008) found the following increased dental performance in children with central nervous system diseases: The prevalence of caries (98.0%), the prevalence of periodontal disease was found in 80.0% and hypersalivation processes in 84%.

**The purpose of the topic:** Application of PMA index and methods for determining oral hygiene status in children with cerebral palsy and to determine if these patients need dental care.

**Materials and methods of investigation:** 62 girls and boys aged 11 to 14 with cerebral palsy were recruited. PMA index in sick children was calculated using the method proposed by Schiller-Pisarev.

**Results and analysis:** Thus, the prevalence of periodontal and parodontium and mucosal diseases in children with cerebral palsy has been established as a result of poor research on oral hygiene and poor bite.

Assessment of the degree of inflammation of the mucosa in children with cerebral palsy and the papillary-marginal-alveolar index (PMA) method was used to compare the dynamic changes in this inflammation. These can be used to determine the degree of inflammation of the gums in children by using iodine and potassium iodide solution, as suggested by Schiller-Pisarev. In this method, the iodine glycogen, which results from the reaction of glycogen in the cells of the mucous membrane of the glycogen, is brownish-brown due to the reaction of iodine glycogen.

The patient is divided into two subgroups to identify this method. The grouping of sick children is classified according to the degree of cerebral palsy.

**In Group 1** 30 children with moderate cerebral palsy were enrolled.

**In Group 2** 32 children with severe brain paralysis were enrolled.

**In Group 3** 30 patients are in children To determine the PMA apply a solution of potassium iodide in the oral cavity of infected children, such as the milk teat, gums, and alveolar areas.

As a result:

- A) In 10 patients, P-inflammation in the milk teat
- B) In 12 patients. Inflammation on the edges of the gums
- д) 8 patients have A-alveolar gums inflammation

In this group, PMA = 56

This result was found to have moderate inflammation in the oral cavity of PMA patients.

**In Group 2** 28 sick children

- a) Eight patients were found to have the same form of inflammation and gums in children.



6) In 2 patients, the process is on the gums, in the milk teeth and that the inflammation in the alveolar areas is complete.

In this group, PMA = 68 was found to have severe gingivitis.

Using PMA indices in children with cerebral palsy Determination of oral hygiene status

Group	PMA	Level
1	56	Medium
2	68	Heavyweight

## CONCLUSION

Results and analysis of PMA in children with cerebral palsy show that oral hygiene is poor and results from endogenous and exogenous effects and are at the stage of developing gums.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00033.6**

## **TEST RESULTS OF SEPARATE ANTHELMINTIC PREPARATIONS AGAINST THE HELMINTHS OF FISH IN THE CARP**

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### **ABSTRACT**

*In this article have been given the literature data about the treatment and prophylactics against cestodosis and also the effectivity of antigelment preparatus "Monezoland alben" against cestodosis in fish treatment. In the early spring, when the pools are filled with water and fish are started, lime is put into the water and land boundaries, and intermediate masters are an effective way to combat molluscs. For prophylactic treatment, 200-250 g of monsonol (0.20-0.25 g / kg portion of feed) per 100 kg of feed mass of mononol pellets is highly effective, depending on the age and type of fish. The extent of the problem studied. Mortality is less pronounced due to the parasitism of ribbon-worms in fish, but severe economic damage to fisheries as a result of a dramatic decline in the growth and development of infected fish, reduced productivity of nutrients, and deterioration of breeding characteristics [4]. A total of 20 fish infected with leukemia were selected for the experiment. After a complete deworming of one of the fish obtained for the experiment, 2 copies of the 52 and 58 cm lymphocytes were isolated from the abdomen and fixed in 5% formalin solution. In order to treat the ligaments of the affected fish, 7 fish were obtained from one of two pools of 2-1.5 meters of pellets of monsonol, 8% of the weight of 80 kg (0.34 g per 1 kg of live weight).*

**KEYWORDS:** Cestode, Monezole, Alben, Zooparasitology, Helminthologic, Parasitological, Orgonaleptic, Monezone, Strobella, Trematodosis, Microscopic, Ichtiological, Ichioparasitological.

## INTRODUCTION

**The relevance of the topic.** Ensuring food security is an important priority of any state policy and research object. Satisfaction of the population of the country with qualitative ecologically pure food, scientific organization of selection works in fishery. Treatment and prevention of various infectious, noninfectious and invasive diseases of fish, introduction of scientific achievements and innovations in the field is one of the most important tasks of today.

The most common invasive disease of the ligulose-carp fish is that the invasive larva of the ligula intestinalis cestode is caused by parasitic parasitism in the abdomen and is characterized by the death of intra-abdominal atrophy, sometimes with abdominal wall rupture [1].

Fish that are affected by cestodosis have a significant adverse effect on the food chain due to the deterioration of fish products and growth.

Therefore, we aim to carry out our research, to develop preventive measures against cestodosis in carp fish. Timely implementation of preventive measures against fish diseases is important.

The extent of the problem studied. Mortality is less pronounced due to the parasitism of ribbon-worms in fish, but severe economic damage to fisheries as a result of a dramatic decline in the growth and development of infected fish, reduced productivity of nutrients, and deterioration of breeding characteristics [4].

Among fish parasitic diseases, cestodoses are among the most common worm infections. So far, chemotherapy has been the mainstay in the treatment and prevention of parasitic diseases in fish. [5]

In medicine and veterinary practice, drugs such as phenasal, benzamide, vermitide, helmantin, gelmiantine, devyryn, yogurt, diclosal, trichlosal, phenolidone, cytocid, and cyclosamide have been widely used in the treatment of intestinal cestodoses. [3]

For the first time in the MHD, it has been established that the use of phenasal in lambs infected with spontaneous mangoes [2] has been shown to be highly effective in the young and adult forms of mangoes. This data was further confirmed by experiments carried out by other researchers [7].

In the 60-70s of the last century in the former Soviet Union phenenal preparation for use against intestinal cestodoses began to be studied in great detail. As a result, the feed used for the treatment of carp fish began to produce a granular form of feed containing phenolic. This drug is known as ciprinocestin. As a result of feeding the fish with this feed, the extensibility of botriocephaliosis and caviar was 100%. No adverse effects were observed on the drug [5; 6].

**The purpose of the study:** Our experiments are to study the epizootological status of fish cestodoses in some fish farms in Kattakurgan and Pastdargom districts of Samarkand region and to test the efficacy of some anthelmintic drugs.

## MATERIALS AND METHODS.

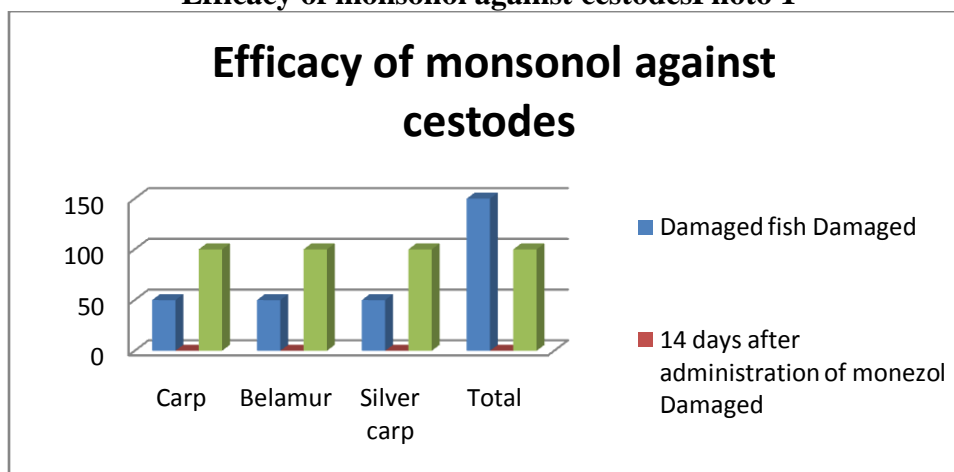
Our experiments were carried out on fisheries of 2-3 years belonging to the Cyprinidae family infected with lucellosis on fishery farms in the Kara-Darya and Akdarya rivers, Kattakurgan district of Samarkand region. The affected fish were isolated based on clinical signs and dewormed using granules of monones and albumin. The tests were conducted in the interdepartmental laboratories of the “Zooparasitology” and “OPTATECH” Samarkand Institute

of Veterinary Medicine by organoleptic, clinical examination, helminthologic, ichthyoparasitological, pathologic-anatomic and microscopic methods of infected fish.

The results obtained and their analysis. Studies have been conducted on fish carp species that are affected by cement production in these farms. Based on their clinical features (abdomen, thighs, abdomen, bloody anemia), they were screened for 150 groups of 50 to 3 groups for each experimental group (Figure 1) and 30 to 3 groups for the control group (2 diagrams). A total of 90 heads were isolated and fed in pools with identical conditions.

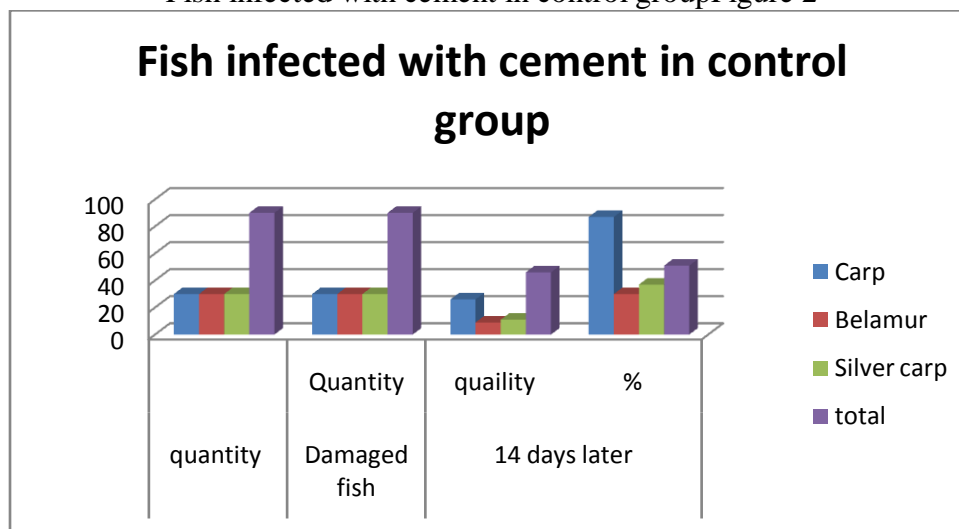
These infections are widespread due to the high level of contamination in the surveyed farms, poor nutrition, frequent feeding, the fact that the pond is located far from the control of the fishery reservoirs and the abundance of fishermen, and the planned preventive measures against the disease.

**Efficacy of monsonol against cestodes** Photo 1



Cestodosis pathogens with 100 kg of nutritional granules to fight against the infectious pathogenic fish (segolites) in the amount of 8% of 1 kg body weight (0.34 mg per 1 kg live weight), 3 years and older (5-6 years old) ) We used 6% of fish weight per 1 kg body weight (0.25 mg per 1 kg of live weight). In our experience, fish were two-year-old fish at 7% of 1 kg body weight (0.3 mg per 1 kg of live weight). After 14 days of re-ichthyoparasitological examination of fish, it was found that all fish were 100% neutralized (Figure 1). Each fish weighed an average of 1.5 kg. 50 heads (75 kg) of fish received 5-5.5 kg of treatment pellets. The advantage of this granule is that the monezole contains 40 mg of prazekvantil and 2 mg of ivermectin in 1 ml.

Fish infected with cement in control groupFigure 2



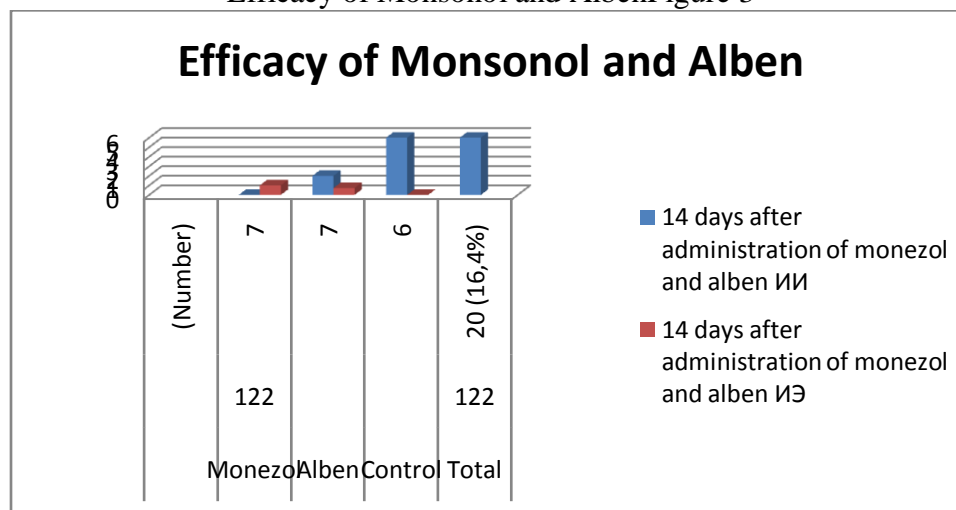
A total of 46 heads, or 51%, of the 90 heads of three fish isolated from the control were infected with an ichioparasitological fracture after 14 days, that is, 26 heads (87%) of 30 carp fish, 9 heads (30%) of the white amphibian. 11 fish (37%) were found to be infected, and the pathogens were found in the affected fish.

From 69 reservoirs aged 2-3 years, 11 of 69 carp from the natural reservoirs of Kattakurgan district of Samarkand region are infected with *ligulus intestinalis*, with an average of 15.9% of the damage, 9 out of 53 in the Karadarya and Akdarya rivers and surrounding watersheds. it was noted that the *ligula intestinalis* was infected with plerocercoids, with an invasiveness of 17%. Of the total 20 fish, 16.4% were found to be infected. The plerocercoids are parasitic, up to 2 m long in white or white-yellow stripes. The main owners are poultry, intermediate boss prawns and co-boss fish [8].

Therapeutic efficacy of alben in the form of granule was 0.30-0.34 g / kg twice at intervals of 24 h and was 72%. The lowest therapeutic dose of alben in the case of granules is recommended to be given 1 kg of live weight at 0.34 g / kg of live weight twice at intervals of 24 hours. The drug is administered twice to carp fish, and the active ingredient in the drug also depends on the quantitative indicators of carbohydrate intestine.

A total of 20 fish infected with leukemia were selected for the experiment. After a complete deworming of one of the fish obtained for the experiment, 2 copies of the 52 and 58 cm lymphocytes were isolated from the abdomen and fixed in 5% formalin solution. In order to treat the ligaments of the affected fish, 7 fish were obtained from one of two pools of 2-1.5 meters of pellets of monsonol, 8% of the weight of 80 kg (0.34 g per 1 kg of live weight). In the second one, 7 infected carp fish were isolated and given the same amount of albenne granules twice a week. Five pieces of poultry, fish, bees and fur animals were placed in a one-ton aquarium in the control group. Two weeks later, when the fish was completely dewormed, it was found that all fish with monezole-treated granules contained yellow fluid in the abdomen, which is 100% effective.

Efficacy of Monsonol and AlbenFigure 3



It was observed that 2 parts of the albumin treatment granule group were not affected by the drug and one was completely absent from the pathogen. In all fish in the control group, the pathogen was found, with an invasion intensity of 1–3 copies, with a length of 18–62 cm.

To prevent leprosy and other helminthiasis in carp fish, after catching fish in the pond, the farm pool water was dried, disinfected by a mixture of 5 kg copper powder per 100 kg quenched lime, and then pooled. In the early spring, when the pools are filled with water and fish are started, lime is put into the water and land boundaries, and intermediate masters are an effective way to combat molluscs. For prophylactic treatment, 200-250 g of monsonol (0.20-0.25 g / kg portion of feed) per 100 kg of feed mass of mononol pellets is highly effective, depending on the age and type of fish.

## CONCLUSIONS

1. In the pond fish farms of Samarkand region it is found that worms are common among carp fish.
2. Experiments have been shown to use 100% anthelmintic efficacy of feed, anti-granular formulas, used against fish cestodoses. Therapeutic efficacy of Alben was 72%.
3. It is shown that mixing 200-250 g of monsonol per 100 kg of feed mass to prevent fish deworming is very effective.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00034.8**

## **ISSUES OF ORIGINALITY OF AUTHOR'S SPEECH IN THE HISTORICAL NOVELS OF MUHAMMAD ALI**

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### **ABSTRACT**

*This paper analyses major points of the issues of originality of author's speech in the historical novels of Muhammad Ali. On this case, research has been dedicated on historical points of the Muhammad Ali. It concludes with the vivid outcomes and shortcomings of the author's speech in the historical novels of Muhammad Ali. One of the main conditions for persuading the reader in historical fiction, and especially in the texts of his past, is to accurately describe the historical environment and reality. That is to say, the author considers the heroes of the work, as well as the reader, "... in the artistic reality created by the elements of language" [4; 116] it is important for them to start living. "The artistic text is a very complex whole, representing the content of a work, functionally finished, shaped by the possibilities of the visual image of the language, freely combining a variety of styles according to the artistic intent of the author, giving a listener or reader aesthetic pleasure. In the literary text, as in any other style of text, regularities such as logic, reasonableness, simplicity, normativeness are not fully adhered to. The author's speech in literary criticism is as follows: "As the author's image is a subjective basis for the artistic reality that is embodied in the work and reinforced in our imagination, the author's speech is an element that complements the material aspect of the work (the text created by language elements). The author's speech is grammatically close to literary language, but it would be a mistake to insist that it fully conform to the norms of literary language. The mighty king, shaking with ruby, reminded the servant of how helpless he was, and how the world became corrupt. (2-314) This phrase is less than the latin city of Samarkand in the famous Ruby Mask of Temuric Writer in "Baburnoma" [2; 58], by which he leads the reader to the Middle Ages.*

**KEYWORDS:** *Author's Speech, Character Speeches, Linguistic Picture Of The World, Historical Words, Style Of Expression.*

## INTRODUCTION

One of the main conditions for persuading the reader in historical fiction, and especially in the texts of his past, is to accurately describe the historical environment and reality. That is to say, the author considers the heroes of the work, as well as the reader, "... in the artistic reality created by the elements of language" [4; 116] it is important for them to start living. In fact, in epic works, and especially in novels, we should not be mistaken to say that the writer's ability to create a linguistic picture of the world is a skill that determines the success of the work. It is crucial that the author's speech in the work and the individuality of the characters' discourses reflect their individuality and at the same time the harmony.

Two aspects highlighted by Muhammad Ali's historical novels are:

- a) Author's speech;
- b) By examining the character's speech, we see the writer's ability to reflect the linguistic picture of the world.

First of all, it is advisable to consider the author's speech in the following aspects:

- Author's speech and method of presentation;
- author's speeches and historical words;
- author's speeches and archaisms;
- Author's speech and religious words and expressions.

The author's speech in literary criticism is as follows: "As the author's image is a subjective basis for the artistic reality that is embodied in the work and reinforced in our imagination, the author's speech is an element that complements the material aspect of the work (the text created by language elements). The author's speech is grammatically close to literary language, but it would be a mistake to insist that it fully conform to the norms of literary language. As the writer strives to express his thoughts and thoughts as clearly as possible, he sometimes deviates from the norms of literary language, thereby contributing to the enlargement of the national language, as these retreats are likely to become the norm of literary language. "5; 183].

## Main part

The deviation from literary language norms is also apparent in the use of words with limited scope in the work, especially in novels by the author. In the work the reality is expressed from the author's language in the present literary language. However, the writer has a methodological approach to the description of realities, that is, he may use a relatively old-fashioned version of a word in certain speech situations for a particular purpose, such as historical coloring. It helps create a stylistic combination of the novel's character (modern, historical, fiction ...) and other features. Here are some examples:

Let's take a look at the first passages from the first book of Muhammad Ali's trilogy: "On the eve of Nowruz, the army of Thirty-four-year-old Temurbek crossed Jayhun and camped at Bojiy, not far from Balkh." History dates back to 771 AH ... Fifteen days ago, at a meeting at Temurbek's farm in Kesh, the current situation of Movarounnahr and the situation in Samarkand, Tashkent, Khujand and Bukhara were discussed. " (U.s. Volume 1, page 3) In this passage, the Amudarya Hydron draws attention from the first lines of the work to the historical style of the writer's chosen theme, namely the historical name of the Jayhun, Shakhrisabz toponym, in the form of

Kesh. we will see. It is also of this purpose that it is not known what the place of the present day is, and the date is known as the Boya, and the date 771 AH of the year 1370. In the last sentence, the old-fashioned word-for-word advice, which means consultation, "contributed" to the perfection of this methodological idea. If these lexical units were presented in a way that is now widely known and widely used, it would be clear that the author's statement did not form a style appropriate to the subject and context. This methodical peculiarity in the beginning of this work, published so far as a trilogy, suggests that Muhammad Ali's image of Amir Temur has been a leading figure in the true story of the events associated with it, in creating a historical environment that is the artistic portrayal of the linguistic landscape of the world. "The artistic text is a very complex whole, representing the content of a work, functionally finished, shaped by the possibilities of the visual image of the language, freely combining a variety of styles according to the artistic intent of the author, giving a listener or reader aesthetic pleasure. In the literary text, as in any other style of text, regularities such as logic, reasonableness, simplicity, normativeness are not fully adhered to. It uses artistic means effectively. Sensitivity rises to the forefront "[3; 88]. These aspects appear in Muhammad Ali's historical novels as a factor in the success of the work.

The author's methodical peculiarity in the linguistic landscape of the world is expressed in the author's speech using the following language units:

**1.** The use of the ancient Turkic archaic word in the synonymic line: Amir Hussein infused the inscription with the khan and conveyed it to the khan. (6b) The hypocrisy in the battle for Bukhara in the Battle of Amir Musa is also a notebook. (6-b)

In the first sentence, the writer uses a synonym for the letter and letter, and in the second sentence uses the synonym for war and war, which has historically painted the literary language.

**2.** Words not used in the active vocabulary of the Uzbek language but used in the classical literature: Temurbek paid attention to this, but he did not know why this was from the story of Alexander or the publisher. (8b) The word for change in the meaning of change is used in both poetry and prose by Alisher Navoi [1; 212–213]. The mighty king, shaking with ruby, reminded the servant of how helpless he was, and how the world became corrupt. (2-314) This phrase is less than the latin city of Samarkand in the famous Ruby Mask of Temuric Writer in "Baburnoma" [2; 58], by which he leads the reader to the Middle Ages. Here literary studies employ a technique called reminiscence [6; 271]. In this case, "The expression or figurative expression of a work represents the whole work, and its author" [3; 143]. Also, the novel in the novel: ... seeing them from afar, worried, and seeing that they can't stand ... (2-12); The good news: Abbas Bakhodir, who was twice pleased with the footsteps of the runners, conveyed the good news to Temurbek and rushed to be happy (2-19) and the pattern (2-232); tawajjuh (2-308); dignified (2-315); The words "begat (2-328) also serve to awaken such an association."

**3.** Arabic, Persian Additions: Amir Saifuddin, who has the usual knowledge of attacks and fortune, invited the good man to consult him and decide when to start his journey. (2-32) The scientific attack is on the subject of astronomy, but it is used here in the sense of astrology. Is that what the Master Hizr is or is it? (2-20) The expression of Hizr, the religious figure, is derived from medieval scholarly, religious and artistic sources, creating a Persian expression by placing a word in the name of honor and respect. We can see that such extravagances as the apostate (22), the father-in-law (22), the people of the harem (33), the noble-minded (76), the helpless (125), and the capital city of Firdavand.

4. The use of Arabic and Persian variants of synonymic words: war, synonyms of war words: war has begun (36); The synonym for infantry is: "... narkar and soldier clashed" (68); mankuha in the meaning of a woman in her marriage: ... even the mankuha haram has been sent by a man to bring Shirinbika to Balk ... (88); used in the popular sense: ... such a humiliation, awkwardness in front of the man, covered some kind of sad Temurbek's body (89); drowning in the sense of drowning and swallowing: Amirzadeh was depressed (98); as well as error in the sense (108); a companion (109) referring to close friends; maternal volley (2-28); the words of the gospel (2-35), which imply the concept of the message.

5. The use of the more obsolete forms of combined verbs is also intended to create a synonym for fighting and fighting verbs: Riding horses, battling enemies, rattling enemies, chanting triumphs, and driving a huge Chigatoy ulus. (90); The verb to form a pure Turkic word with a similar line means: "Let it be made!" It is also a good thing to take care of the commanders and commanders after the decree. (2-323) Making words combined with the Arabic verb accompanying the verb accompanying verbs: It is good that darkness hides from the outside, but it is bad for hiding the road when it is in a hurry (54); If the khan, the king, and the emir suffered in defeat, everything from his harem to his property and country would go into the hands of the conqueror and the victor would resign at his own discretion (109); in the same task: ... Mir Sayyid did not inform before the arrival of Baraka, nor did he promise (22); He now surrenders to Mir Sayyid Baraka (23).

6. Provision of distance units and concepts according to the content of historical work, in historical form or in the form of modern vocabulary: There were twenty stone distances between the picturesque town on the left bank of the river and the Caspian Sea (2-3); When they reached the Konigil Plateau, two bullets were visible from the crowd, coming from the city (326); ... Hizr Khoja followed himself at the head of the cherry and made his way up the Star Valley two months' drive from Samarkand. (2-305)

7. Transfer of dates in Hijri or in MS, and the months according to the Islamic calendar according to the tradition of the period described: In the year 793 Hijri, at the end of Thursday, Amir Temur's army entered the Sari Ozan area. (2-317) History was Monday, the fifteenth of the month of Rajab in 1391 AD, after much hardship the army entered the Kunduz area. (2-234)

## CONCLUSION

The conclusion is that these aspects have been shown to be the key to the success of Muhammad Ali's historical novels..

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER:10.5958/2278-4853.2020.00035.X**

## **FEATURES OF ONTOGENESIS OF DALACHOI (HUPERISUM PERFORATUM L).**

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### **ABSTRACT**

*Plant introduction is important for enriching the cultural gene pool. One such plant (Huperisum perforatum L) is a spleen. The ontogeny of this plant in the natural environment of Uzbekistan and the process of its culture has not been studied. The ontogeny features of the Dalachai plant under cultural conditions have been studied in the Komi Autonomous Republic, detailing the latent, virgin and generative periods. E.E. Echishvili, N. V. Protein (2008). and others have noted that in the Altai region in the second year in the Altai region, the genera enter into the generative phase and produce fruit and fruit, and during the flowering period, up to 77 generative branches per plant. Since that time, the formation of rhizomes in the subsurface of the Dalchai plant began. E.M. Gontar V. N. According to Godin (2002), in the conditions of the Altai Territory, the immature period of the natural dehydration lasted for 2-3 years, and for cultured animals was 20-25 days. In our case, the period of immaturity was 15-20 days. During the flowering period, an average of 5–6 generative shoots per plant bush was observed. The ripening of the fruits began on July 20 and lasted from August 20 to September 1. In one budding fruit, between 45 and 80-95 seeds were observed. Thus, the length of the growing season in the first year of the field was 117 days. Observations on the development and development of Dalachoi in the medium-sized climatic conditions indicate that this plant enters the generative phase for the second year and accumulates the highest phyto-mass. The results of the study of the transitions of Dalachoy phenophases are shown in Table 1 and the graph. The passage of the next vegetative phases (grinding, flowering, fruit production) was almost the same in all variants. In general, 40 days of gross germination took place in the total flowering period of 41 days to the total flowering period and 36 days from the total flowering to the ripening of the fruit*

**KEYWORDS:** Latent Period, Virgin, Generative Periods, Fruit, Triangular, Elongated, Oval, Multi-Seeded, Germinating, Flowering And Fruit-Producing Phases.



## INTRODUCTION

Observations in this area have been made by some scholars by E.M. Gontar V. N. Godin (2002) carried out in the conditions of the Altai (Russian Federation) study of the morphogenesis features of three different life forms. According to them, in the Altai environment, Dalchai ontogenesis is believed to last 10 to 15 years in nature. The ontogeny features of the Dalachai plant under cultural conditions have been studied in the Komi Autonomous Republic, detailing the latent, virgin and generative periods. E.E. Echishvili, N. V. Protein (2008). and others have noted that in the Altai region in the second year in the Altai region, the genera enter into the generative phase and produce fruit and fruit, and during the flowering period, up to 77 generative branches per plant. In our observations on the study of the transitions of the Dalachoy ontogeny, we conducted the 60x15 plant version in October 2016 and observed the following transitions. Results and analysis.

1. Latent period. The fruit is three-seeded elongated - oval with many seeds and is 0.4-0.5 cm in diameter 0.2-0.3 cm. One generative branch produces between 5 and 150 fruits by the end of the year. One bush contains 48 to 80 seeds. Seeds are brown in color and very small, about 1 mm long and 0.3-0.5 mm wide. The weight of one thousand seeds is 0.1gr. The optimal germination temperature in the laboratory was 35°C, with the seed germination energy of 72% and 82%. In our case, the period of ripening of seeds and fruits in late August is early September.

2. The Virginil era. When the seeds of Dalachoi were sown in October in field conditions, the mass germination was observed on March 15, 2017. Seeds with ovary leaves are ovoid-shaped, 0.1-0.2 cm wide and 0.1 cm wide. The hypocotyl was clearly visible and was 0.5cm long in the form of a single, 1.5-4cm long root of the root, forming 3-4 lateral roots. The epicotyl on the rod branch was 0.1-0.2 cm.

The first pair of genuine leaves are slightly resembling oval leaves, oval, bare (without hair), reaching 0.3cm in size and 0.2cm wide. They are in the opposite position in the first straw. The modest indices of the plant were observed during the gross germination period after planting, ie on March 15th. The average plant height during this period was 0.5cm, with the seeds retained.

By March 25, each plant produced about 4 pairs of true leaves. They are slightly larger than the original leaves, which are 0.3cm long and 0.2cm wide. The main root with 3-5 lateral roots is located at a depth of 3cm. 10 0.6. During this time the plant's immature period began, that is, the plant height reached 25 cm. Several pairs of leaves were formed. At the base of the leaves there are side shoots, the leaf is 1.3 cm in length and 0.7 cm in length.

Since that time, the formation of rhizomes in the subsurface of the Dalchai plant began. E.M. Gontar V. N. According to Godin (2002), in the conditions of the Altai Territory, the immature period of the natural dehydration lasted for 2-3 years, and for cultured animals was 20-25 days. In our case, the period of immaturity was 15-20 days. Then, after 25-30 days, the virginyl period begins in May 20-25, and on June 10 the height of the vertebrate plant reaches 30 to 35 cm. During this period the plant develops its characteristic mature leaves, twigs and rhizome. However, the formation of generative organs is not observed yet. The branches are formed of monocarpic branches, which form opposite leaves on a stem of 1.6 cm wide and 0.7 cm wide.

On the armpits, side branches of 4.5 cm in length were formed. Underneath the ground, a rosette of 0.3-0.4 cm in diameter developed. The well-brushed bullet is at a depth of 18-20 cm.

Generative period. From 12 to 20 June, the plant begins to enter into the generative period of ontogenesis.

In the natural environment, the Dalachian herb in the Altai Territory. Gonter and V.N. According to Godins (2002), in the 7th year of the growing season, the Flowering phase begins. The culture is observed for 2 years. In our case, the flowering season was observed on July 25th. According to our observations, the flowering of the spleen started on June 15, and by July 25 there was a period of mass flowering. By this time the leaf armpits were formed first and then in the order of 2 generative branches.

As a result, a branch ball of balls was formed on the branch. The bulbs were found to contain more than 150-200 buds and flowers.

During the flowering period, an average of 5–6 generative shoots per plant bush was observed. The ripening of the fruits began on July 20 and lasted from August 20 to September 1. In one budding fruit, between 45 and 80-95 seeds were observed. Thus, the length of the growing season in the first year of the field was 117 days. From total germination to total germination 40 days, total germination time was 41 days, from total flowering to 36 days from maturation to harvest. I.V. According to Shilova et al (2007), in the Saratov region the field grows to the highest yield in the first three years and then withers.

We did not find information in the scientific literature on the growth and development of spleen in Uzbekistan. However, in the case of acclimatization, introduction or culture of any plant, the study of their vegetation periods is a top priority of scientific research. This issue has been studied extensively in other plants (Khamdamov et al. 1995,1994, Bobomurodov et al.1994,2000) However, no field studies have been studied in this field. Some research has been done in this area in foreign countries. E. By the study of biological characteristics of the Dalachoy by V Tyurina et al (1997), the author writes that in the Novosibirsk region the plant was well developed in the third, in the fourth year, with a yield of 19-29 centner / ha. Growth and development of Dalachoi plant in the conditions of Moscow region. D. According to Semenihi et al. (2004), during the first year of ontogeny, they develop very slowly and then growth and development accelerate, and from the second year to about 40-50% of the plants bloom and produce fruit. Observations on the development and development of Dalachoi in the medium-sized climatic conditions indicate that this plant enters the generative phase for the second year and accumulates the highest phyto-mass. The results of the study of the transitions of Dalachoy phenophases are shown in Table 1 and the graph. Our observations were conducted in 2017, 2018, and 2019. As shown in the table, the first germination of 30x15 sows in October 2016 was observed on 1 March, with the total germination rate of 15% on 15 March, when the 40% germination rate was 90%. Fertilization was observed on June 10, when it was 20%, and after 15 days, on 25 June, the period of total calving was 90%. The beginning of flowering was observed on July 15, and was 10%, and by July 25, that is, ten days later, during the period of universal flowering it was 80%.

Grape harvesting began on July 20 and yielded 10% of the fruit by August 20, ie after 30 days of gross harvest, reaching 90%. In late August, in the first decade of September, the fruits were fully ripe. Thus, the growing period of the planting of 30x15cm in the first year lasted up to 117 days. The same pattern was observed in all planting methods (45x15cm, 60x15cm) and during the sowing years. In the initial germination of the Dalachoy seeds, there was a discrepancy between the years of planting. Thus, the initial germination of sown seeds in 2016 was 40%, in

the second year (2017) 55% and in the third (2018) 60%. When analyzing planting methods, however, no divergence was observed. The passage of the next vegetative phases (grinding, flowering, fruit production) was almost the same in all variants. In general, 40 days of gross germination took place in the total flowering period of 41 days to the total flowering period and 36 days from the total flowering to the ripening of the fruit

#### *Hypericum perforatum* L.(2017-2019 йиллар)Жадвал-1

№	Methods of planting	years	Release		Fertilization		Flowering		Fruit formation	
			Head	gross	Head	gross	Head	gross	head	gross
	30x15	1	1.03.2017y 40%	15.03.2017y 90/100%	10.06.17y. 20%	25.06.17y 90/100%	15.07.17y 10%	25.07.17y. 80/90%	20.07.17y 10%	20.08.17y 90/100%
		2	4.03.18y 55%	18.03.18y 90/100%	12.06.18y 20%	20.06.18y 90/100%	10.07.18y. 10%	20.07.18y. 90/100%	18.07.18y. 10%	21.03.18y. 90/100%
		3	3.03.19y 55%	16.03.19y 90/100%	11.06.19y 20%	22.06.19y 90/100%	12.07.19y 10%	21.07.19y. 90/100%	15.07.19y. 10%	18.08.19y. 90/100%
	45x15	1	1.03.2017y.	15.03.17	10.06.17y	25.06.17y	15.07.17y	25.07.17y	20.07.17	20.08.17y.
		2	45%	80/90%	10%	90/100%	10%	80/90%	10%	90/100%
		3	2.03.2018y	17.03.18y	1.06.18y	20.06.18	10.07.18y	20.07.18y.	18.07.18y.	11.08.18y.
	60x15	1	50%	90/100%	25%	90/100%	10%	90/100%	10%	90/100%
		2	5.03.2019y	20.03.19y	4.06.19y	22.06.19y	11.07.19y	22.07.19y.	15.07.19y.	15.08.19y.
		3	50%	90/100%	25%	90/100%	10%	90/100%	10%	90/100%

### SUMMARY

1. In the latent period of *Huperisum perforatum* L ontogenesis, it produces 5 to 150 fruits per single generative branch and produces 48 to 80 seeds per single bud. The seed is very small, about 1 mm in length and 0.3-0.5mm wide and weighs about 0.1 g per 1000 seeds.

2. The total germination of *Huperisum perforatum* L seeds lasted 40 days, from total germination to 41 days, and 36 days from total flowering to ripening.

1. The vegetation period of the first year of sowing is 117 days.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00036.1**

## **FOOD AND NON ALCOHOLIC BEVERAGES: BRANDING THROUGH SOCIAL MEDIA**

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### **ABSTRACT**

*Food and non-alcoholic beverages industry in India has shown major growth and development as one of the fastest growing sectors in India in terms of new products introduced and markets captured. The young population of India who are the major consumers of this sector have meanwhile grown up with internet and a majority of them are prolific users of social media. Brands have discovered social media as a vehicle for marketing communications during this last decade. Major food and non-alcoholic beverages companies are now using popular social media to reach their customers. This article describes a study on the use of social media by the brands in this sector. Facebook, Twitter, and YouTube users have been studied through a survey to understand the impact of brand communications by food and non-alcoholic beverages brands. Overall satisfaction with social media brand communications, brand equity, and purchase intention has been studied. Social value in this context refers to the perceived benefits of enhancing customer's social well-being and relationships. Followers of a brand's communications through various platforms are people who share some common interest on a certain brand. The social aspects enable customers to share information and help others solve product related problems. Their educational qualifications and familiarity with internet and web 2.0 technologies ensure that they have a higher participation in social media. It was observed that 60% of the sample consists of students followed by professionals, businesspeople and private employees. This is also consistent with the age groups where majority are between 18-25 since most people study during this age.*

**KEYWORDS:** Food and Non-Alcoholic Beverages, Brand Communications, Social Media, Facebook, Twitter, You Tube

## INTRODUCTION

Social media has connected the world like nothing before it. It has made it possible for people across continents to not only share information and media, but it also facilitates projects and activities where people from across the globe participate virtually. Statistics reveal that close to half of the world's population of 7.8 billion use internet and more than half of them are active social media users. India is also following this trend with nearly 250 million social media users according to wearesocial.org social media statistics for 2017. Marketers have now begun to understand the importance of so many people using this media and are catching up quite fast – by using social media to reach their customers where they are and talk to them directly. According to an industry report, of the total spending in digital advertising media, Rs. 1,911 crores or 28% is made on social media. Facebook, Twitter, and YouTube are the primary medium for the major food and non-alcoholic beverages brands.

### Social Media

Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Social media is built on the capabilities of web 2.0 which allows content creation and collaboration using tools available freely on the internet and no restrictions on age and entry. A large number of people can access such content using mobile technologies. Thus social media refer to web and mobile based technologies used to create highly interactive platforms that turn communications into interactive dialogue using ubiquitously accessible and scalable technologies. (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). *Social media are defined as "those interactive web platforms via which individuals and communities share, co-create, discuss, and modify user-generated content"* (Kietzmann et al., 2011) (Page 241).

### Food and Non-alcoholic Beverages

India is one of the largest producers and exporters of food and non-alcoholic beverages in this world according (IBEF, 2017). Even though a large part of the industry still remains in the unorganized sector, a large number of multi-national as well as Indian companies operate in this segment. Some of the major players in this industry are Hindustan Unilever, ITC, Nestle, Pepsico, Coca Cola, Britannia India, Cadbury (Mondolez), Kraft Foods, GlaxoSmithkline Consumer Healthcare, Parle Agro, Haldiram's, Amul, Future Group, MTR, Kwality Walls etc. It is a fast-growing and vibrant industry that has seen tremendous growth in the recent years. According to a study, much of this can be attributed to the changing demographics in our country – a young population with higher disposable income, more women in the work place, urbanization and expansion of the organized retail sector (FICCI, 2015). This young population of men and women are educated and use internet as well as social media. They purchase online and are comfortable ordering their groceries through the internet. Their buying behaviour is characterized by the increasing choice of convenience food items which can be quickly made and consumed. At the same time, they seek healthier options with better quality (Grant Thornton, 2014). This young generation does most of their activities including banking, reading news, watching movies, listening to music, connecting to friends and family and even working online. There is a digitally empowered world and their number is increasing. Hence it is imperative for food and non-alcoholic beverages to be present online especially on social media (Green Hasson Janks, 2013) as is observed worldwide.



### **Objective of the Study**

The influence of social media brand communication on the customer value, brand equity metrics and the final purchase intention with specific reference to the food and non-alcoholic beverages industry is yet to be studied. To address this research void, a conceptual model was developed and the following research objectives have been formulated.

1. To understand customer value gained through brand communications on social media of food and non-alcoholic beverage brands
2. To identify the impact of customer satisfaction with social media brand communication on brand equity metrics and purchase intention

### **LITERATURE REVIEW**

According to the Customer Value Theory(Slater, 1997), a customer's choice is a function of multiple value dimensions. Baird and Parasnis(Heller Baird & Parasnis, 2011)indicate that understanding what customers really value is critical for companies that intend to use social networking sites for marketing their brands. Sweeney and Soutar(J. Sweeney & Soutar, 2001)identify customer value as consisting of three dimensions: functional, social and emotional.

Functional value has traditionally been recognized as the principal driver of a customer's value perception. Sweeney and Soutar(J. C. Sweeney & Chew, 2002) conceptualize functional value as deriving from customer's evaluation of the quality, performance and economic aspects of the products. In the context of brand pages on social media, the quality of information delivered to the customers, the product –related knowledge gained though these pages and economic benefits gained such as discount coupons, gifts, and other monetary gains derived as members of the brand pages are considered as functional value gained. Therefore, in this study three factors are used to measure functional quality in the context of brand pages; information quality, product related learning and economic benefits.

Social value in this context refers to the perceived benefits of enhancing customer's social well-being and relationships. Followers of a brand's communications through various platforms are people who share some common interest on a certain brand. The social aspects enable customers to share information and help others solve product related problems. The interactions and collaborations available through the brand page may help customers feeling of social warmth. Hence interactivity, collaboration and social presence are identified as the sub dimensions of social presence in this study.

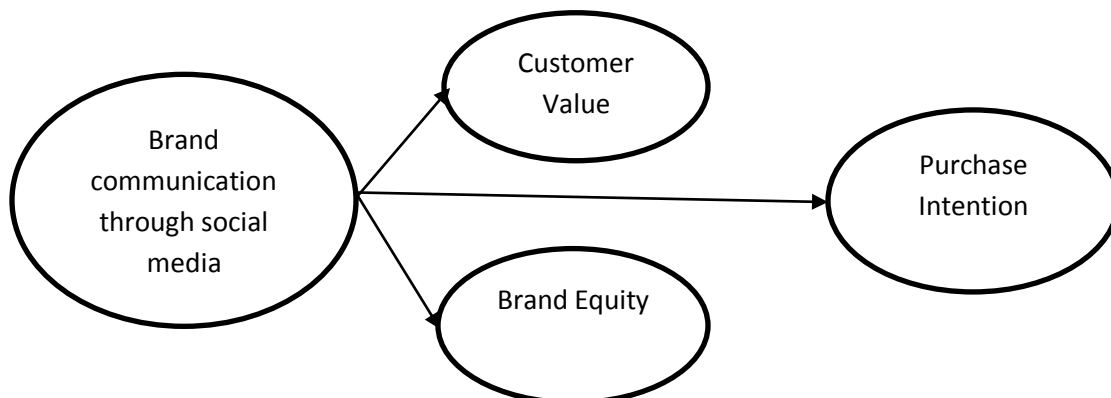
The emotional value customers derive from a brand page represents the arousal of their inner feelings or affective states. It depends on how much fun it is to use, how it stimulates customer's inner feelings, how it creates feelings of satisfaction. When customers find emotional value, they tend to share their feelings though positive word of mouth. Hence, it has been decided to confine the measure of emotional value to a positive word of mouth.

Brand equity is the added value that is endowed by a brand name to the market offering. It is a multi-faceted construct which has been measured from various points of view. Aaker (D.Aaker, 1991)defines it as a set of assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or that firm's customers. It involves brand assets such as brand associations, perceived quality and brand loyalty as well as the proprietary brand assets.

Brand awareness(D A Aaker, 1991)is already there in case of branding efforts made on social networking sites such as Facebook or Twitter which require users to “like” or “follow” a brand in order to receive its communications. Thus the major brand metrics that are considered for online brand building through social networking sites are brand awareness, brand associations, perceived quality and brand loyalty(David A. Aaker, 1996). Aaker defines brand awareness as the strength of a brand’s presence in the consumers’ mind.

Brand associations (Keller, 1993)can be understood as whatever that consumer relates to brand and can include consumer image-making, profile of the product, consumer’s conditions, corporate awareness, brand characteristics, signs and symbols. Brand loyalty(Jacoby & Kyner, 1973) is a deeply held commitment to rebuy or re-patronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour. Perceived quality (V. A. . Zeithaml, Berry, & Parasuraman, 1996)can be defined as the consumer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.

Purchase intention refers to a customer’s expressed willingness to purchase the brand in the near future(Cobb-Walgren, Ruble, & Donthu, 1995; Grewal, Krishnan, Baker, & Borin, 1998).The brand communications made through social media should ideally generate purchase intention among the receivers. The proposed research model was as follows:



**Figure 1: Proposed Research Model**

## RESEARCH METHODOLOGY

A sample of 500 respondents were collected using random sampling methods. The questionnaire was created on Google Forms and administered online through popular social media. It was posted through social media with a message inviting participants who have subscribed or followed a food and non-alcoholic brands on Facebook, YouTube or Twitter to answer the questionnaire. Likert scaling is used due to its popularity in empirical research, enabling the adoption of items used and tested in previous research for all dimensions of customer value, brand equity metrics as well as other variables (Yoo, Donthu, & Lee, 2000). (J. Sweeney & Soutar, 2001)(V. Zeithaml, 1988)(Jacoby & Kyner, 1973). Secondary data was collected from journals, research papers, online publications, and books.

## FINDINGS

There is an almost equal distribution of both men and women in the sample. Nearly 61% of the sample belongs to the 18-25 age group, followed by 12.5% in the 25-35 age group. Thus the

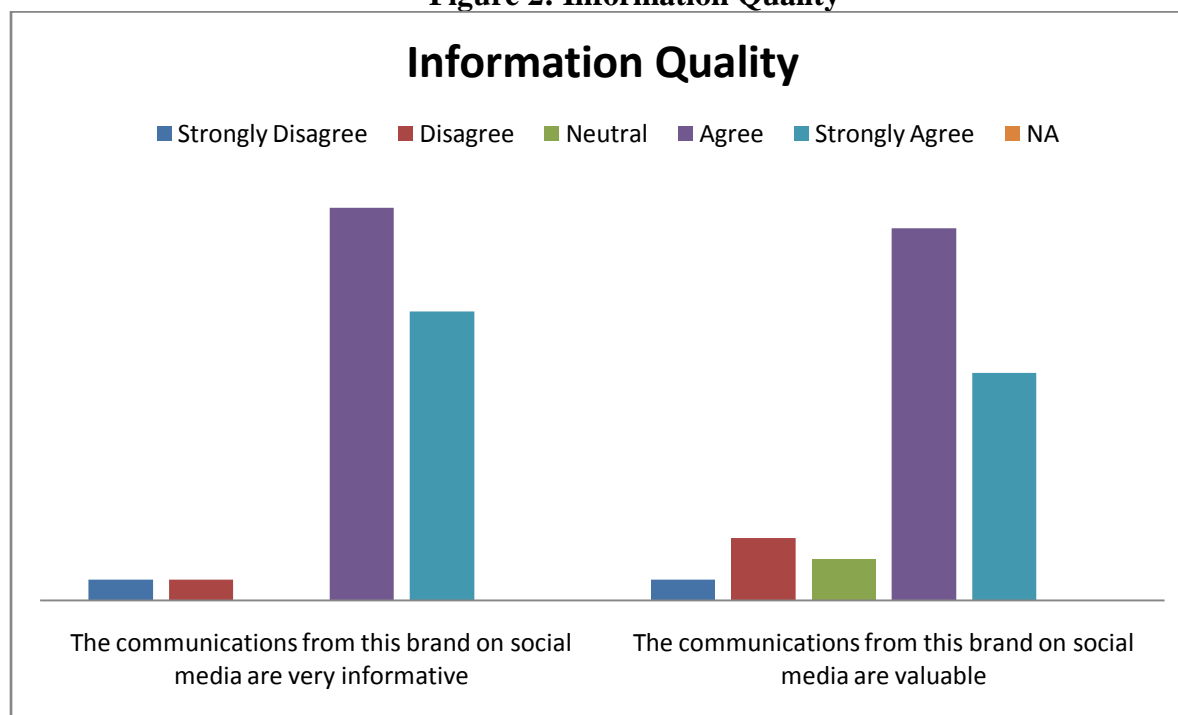
sample conforms to the general pattern followed by the population where almost 70% of social media users are from this age group. Majority of the respondents are post graduates, graduates or professionals. Their educational qualifications and familiarity with internet and web 2.0 technologies ensure that they have a higher participation in social media. It was observed that 60% of the sample consists of students followed by professionals, businesspeople and private employees. This is also consistent with the age groups where majority are between 18-25 since most people study during this age.

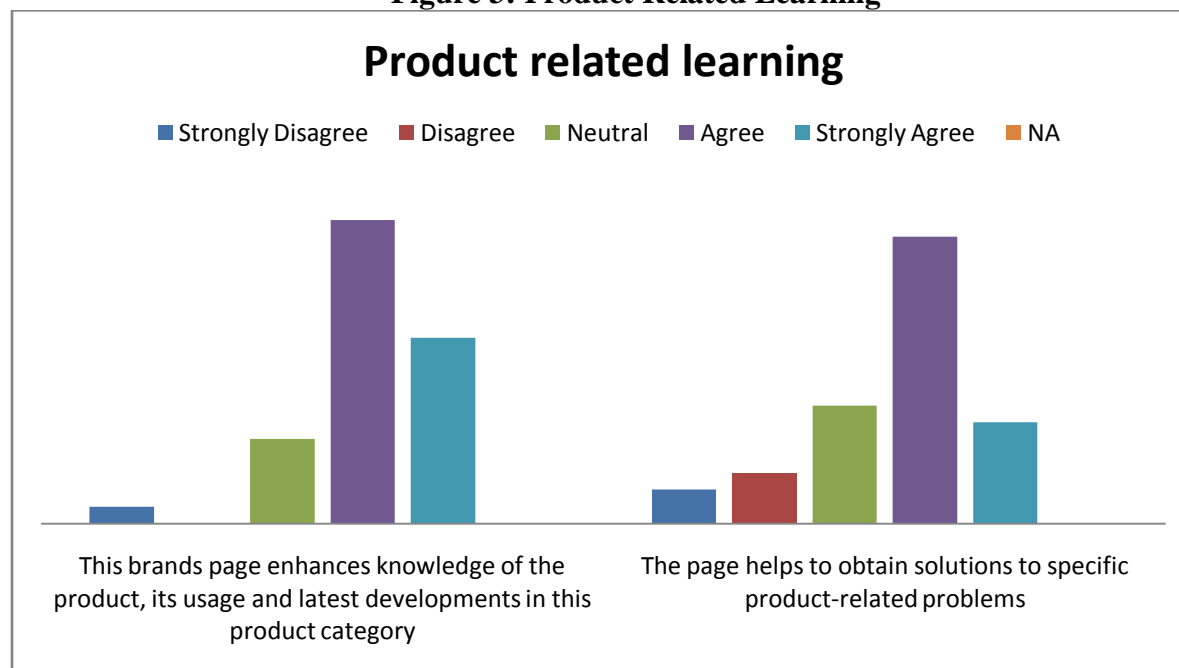
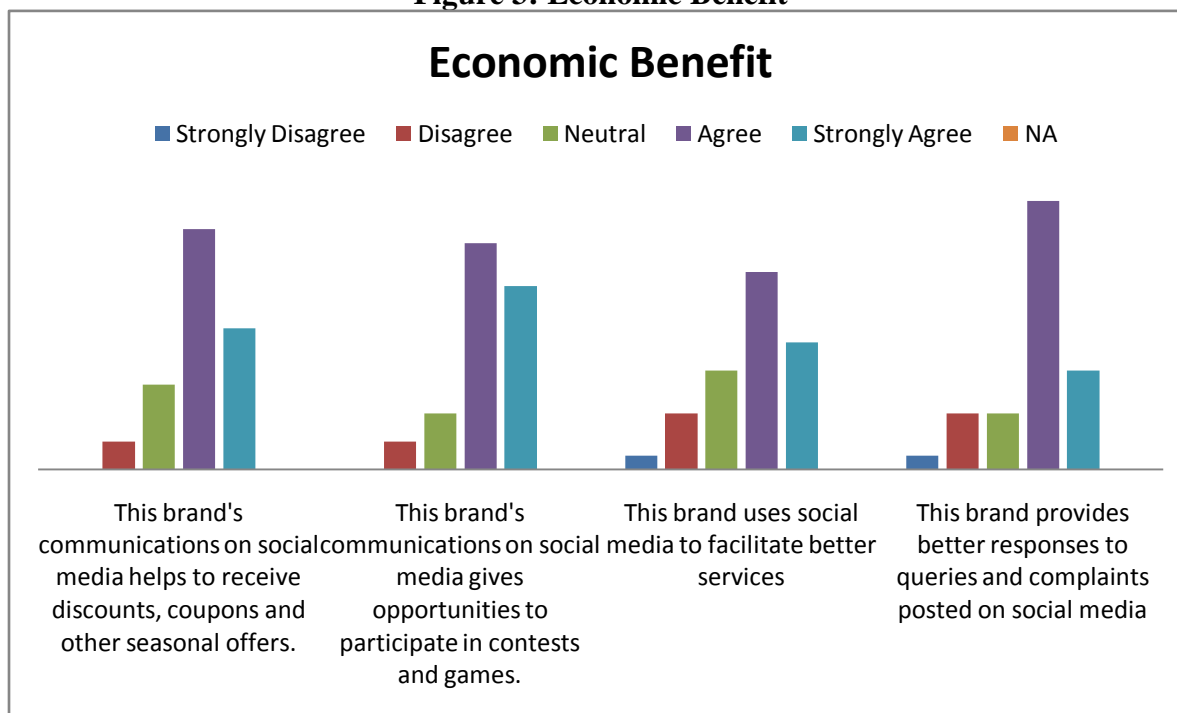
Out of the respondents, almost everyone who is a social media user was a user of Facebook as well. After Facebook, YouTube enjoys almost 80% patronage of all users followed by Twitter which enjoys just 20% of following. It was observed that a significant number of users who follow brand communications use Facebook alone as their primary social media platform. Social media users were found to be mostly satisfied with brand communications on Facebook followed by YouTube. A large majority of users do not follow brands on Twitter. Among those who follow, satisfaction with brand communications is very low across all sectors.

### Functional Value

The functional value of the brand pages was examined through information quality, product – related learning and economic benefit as shown in Figures 1-3. The information quality of the brand pages was found to be sufficiently high for respondents to find the pages informative and useful. A significant product-related learning was happening and the respondents found the communications useful in solving product-related problems. The brand communications offered considerable economic benefit in the form of discounts and freebies as well as participation in contests and games. According to the respondents, social media was used to provide satisfactory services includes answering queries and complaints. Thus it was concluded that the brand communications were providing functional value.

**Figure 2: Information Quality**

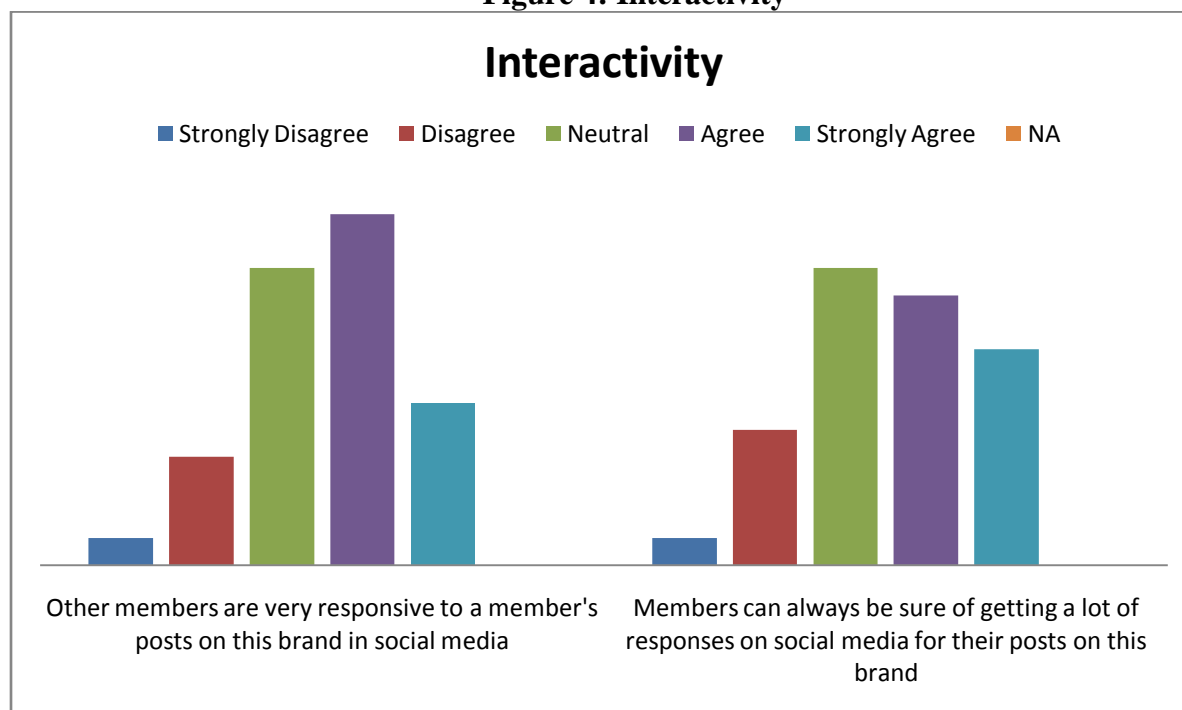


**Figure 3: Product Related Learning****Figure 3: Economic Benefit****Social Value**

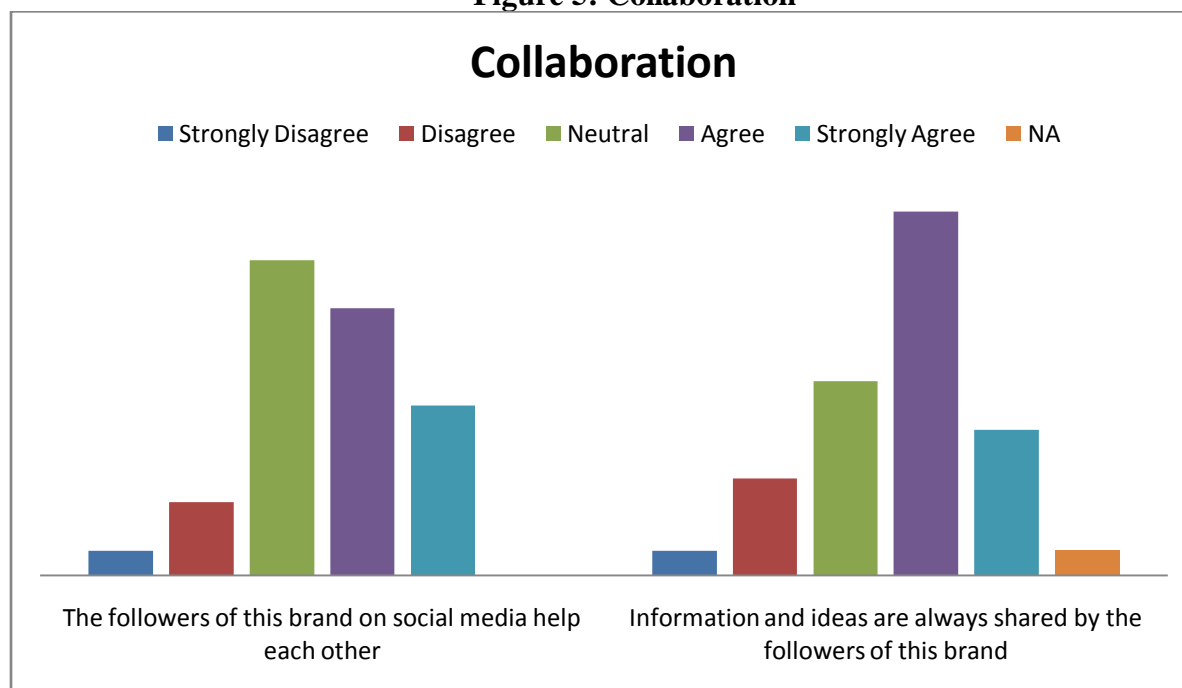
The social value gained by the customer is measured in terms of the opportunities available for interactivity and collaboration within the brand pages as well as the possibility of social presence as shown in figures 4-7. The social media were found to offer considerable opportunities to interact through responses received for comments and queries. Collaborative practices such as

sharing of ideas and thoughts with each other was also found though helping others was found to be much less. The members of the pages were found to be warm and close to each other and felt a sense of human contact, signifying a social presence. Therefore, it was concluded that the respondents received social value from the brand communications.

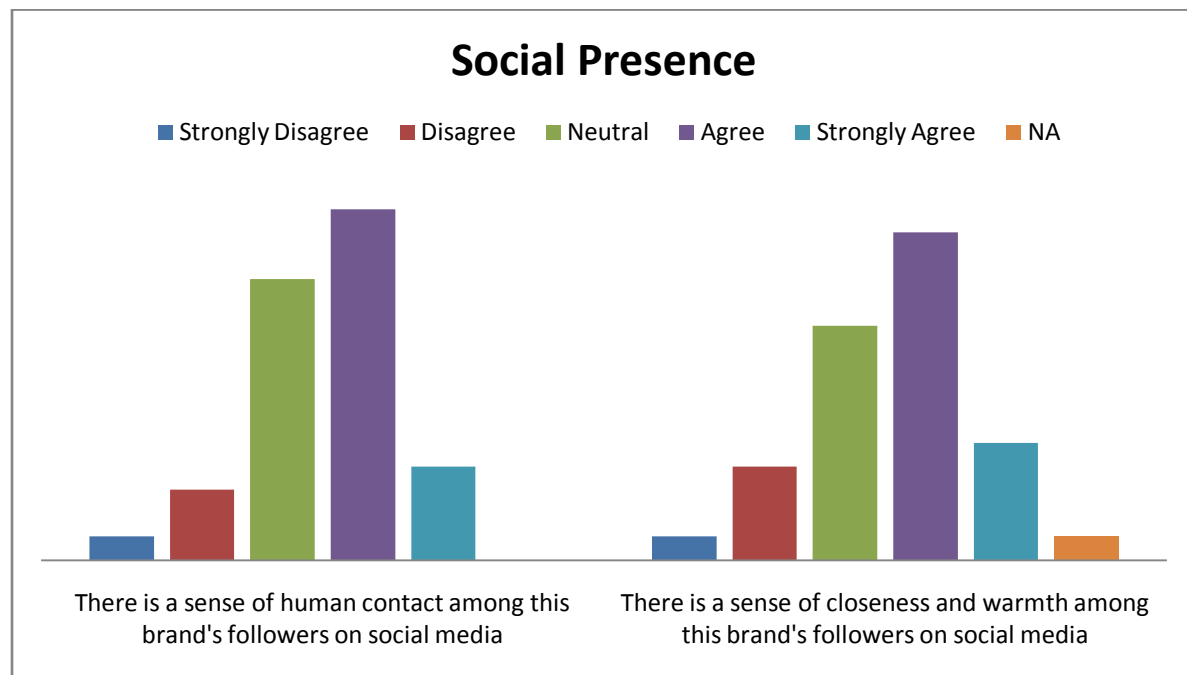
**Figure 4: Interactivity**



**Figure 5: Collaboration**



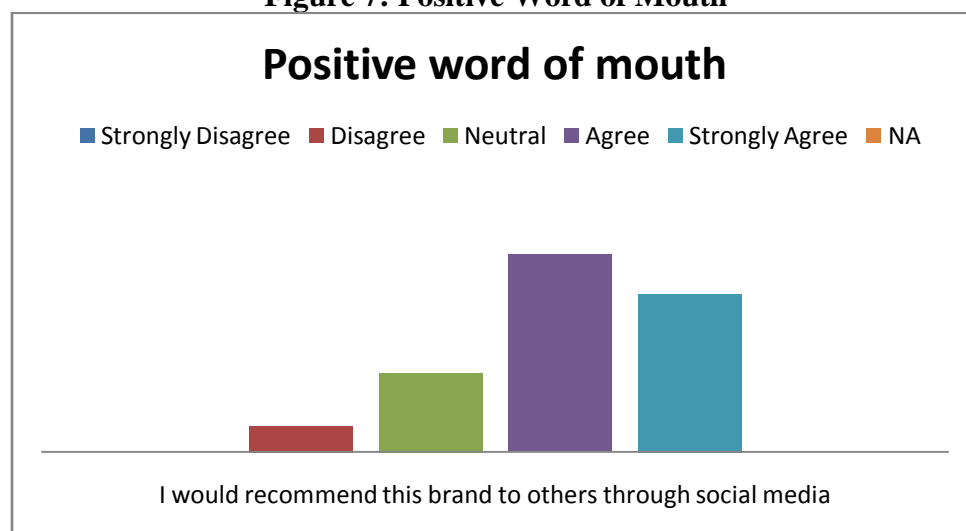
**Figure 6: Social Presence**



### Emotional Value

The emotional value gained as a result of the good experiences with the brand communications create warm feelings which generate positive word of mouth about the brand. It was found that the respondents showed very strong tendency to spread positive word of mouth about the brand and a very high level of willingness to recommend it to others. Consequently, it may be inferred that the brand's communications on social media have generated very strong and positive emotions and feelings providing very strong and substantial emotional value to the customers.

**Figure 7: Positive Word of Mouth**





### Brand Equity and its Dimensions

The constituent elements of brand equity are brand awareness, brand associations, perceived quality and brand loyalty. They were measured individually along with a separate measure for brand equity as shown in figures 8-12.

A large number of respondents were able to quickly identify the brand communications on social media. The brand associations were found to be clearly defined and had a high recall with specific brand characteristics being very well known among the respondents and remembered in relation to the brands. The brand personalities were also well understood.

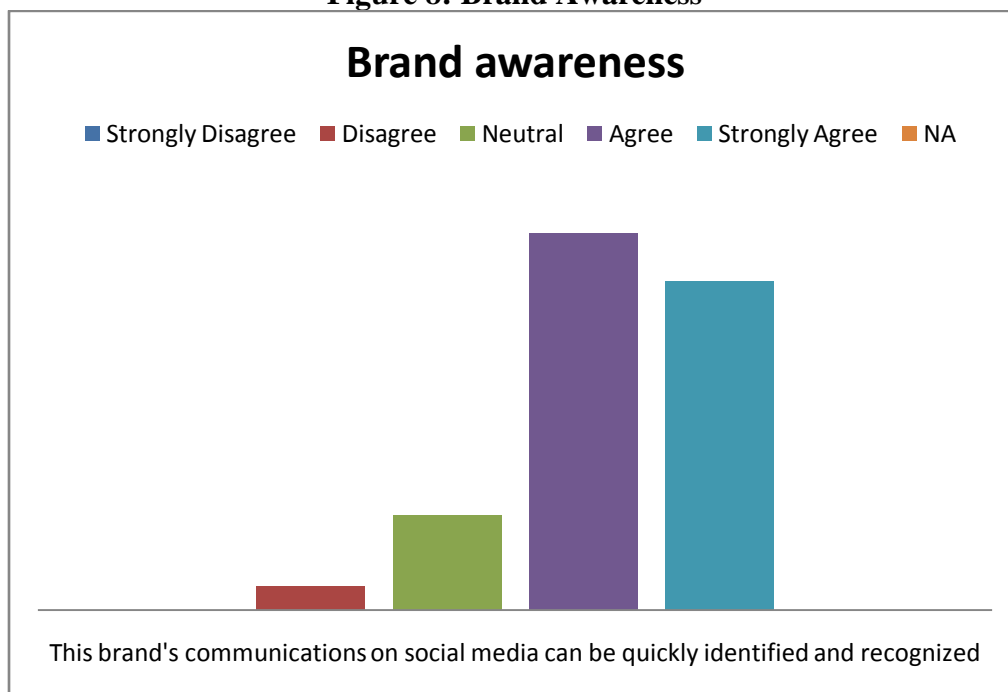
It was observed that the respondents had a high level of brand loyalty and regularly recommended the brands. The brands were the first choice in comparison with other brands appearing on social media. The respondents also showed a very low tendency to switch over to other brands which was a clear indication of loyalty.

The brands of this sector were found to enjoy a considerable level of perceived quality. While majority of the respondents have indicated that the reliability and quality of the products to be quite high. Nevertheless, a lower level of agreement was found among them in case of value offered and customer care.

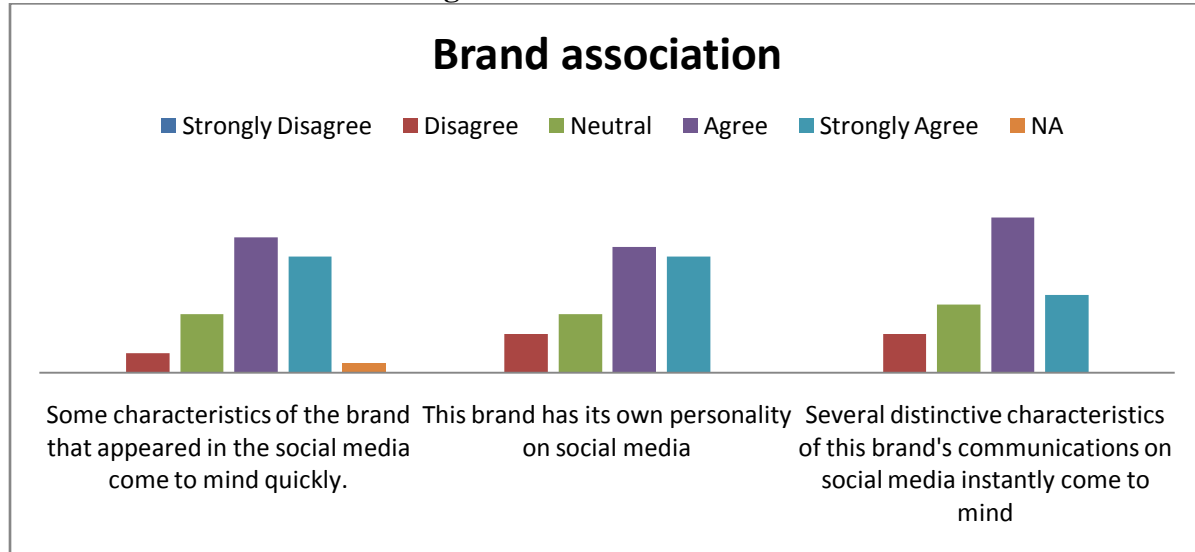
A strong positive brand equity was experienced by brands who communicate through social media. The respondents also showed a higher likelihood of purchasing the said brands instead of others as they considered it to be a smarter decision – indicating the essence of brand equity namely; brand loyalty, purchase intention and brand value that is bestowed on the brand.

Thus it may be concluded that in case of food and non-alcoholic beverages, the brand communications through social media generate a significant amount of brand equity

**Figure 8: Brand Awareness**



**Figure 9: Brand Association**

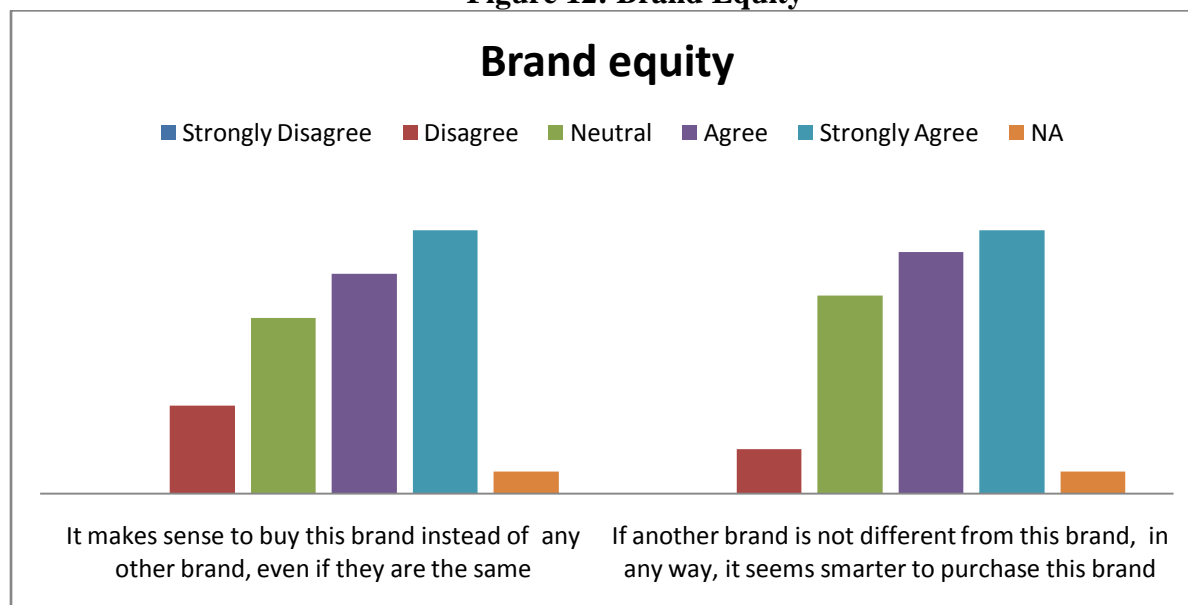


**Figure 10: Brand Loyalty**

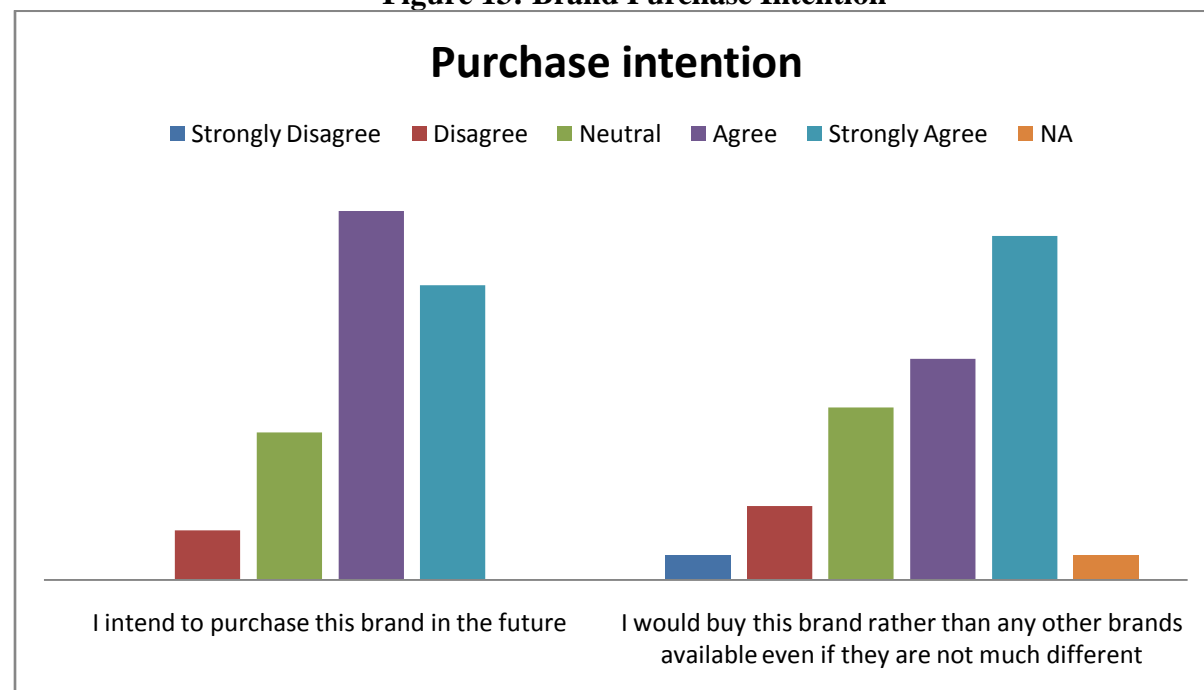


**Figure 11: Perceived Quality**



**Figure 12: Brand Equity****Purchase Intention**

The intention to purchase the brand in the future is the principle indicator of brand loyalty and equity and has been measured here as shown in figure 13. The respondents have expressed a strong intention to purchase the brands in this sector. They have also strongly agreed to preferring them over other comparable brands of this sector. Therefore, it is established that in case of food and non-alcoholic beverages, the brand communications through social media generate considerable willingness in the minds of the customers to purchase the product.

**Figure 13: Brand Purchase Intention**

## CONCLUSION

From the above findings, it may be concluded that in case of food and non-alcoholic beverages, there exists significant benefits on using social media for brand communications. It has been observed to provide considerable customer value, brand equity as well as generate significant amount of purchase intention among the users. The respondents agreed that the marketing communications received through social media had value in terms of information received. The social media facilitated social networking, interaction and collaboration. The messages created strong positive emotions and feelings and resulted in valuable positive word of mouth which translates to the best advertising and endorsement that brands can receive.

The brand communications also produced significant levels of brand equity which was expressed as a strong likelihood of purchasing the brand over others. They exhibited high levels of awareness and recognition of brand communication and symbols. They identified and recalled brand associations quickly and clearly understood the brand personalities as well. Respondents also perceived their brands to have a higher level of quality and displayed considerable brand loyalty - regularly recommending their favourite brands to others online. This is very important in a sector where brand switching can be quickly and easily done. Moreover, the respondents expressed their strong desire to purchase the brands on a future date indicating a strong and significant purchase intention. Therefore, it may be concluded that food and non-alcoholic beverages brands in India have been successful in their use of social media.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00037.3**

## **HYGIENIC ASSESSMENT OF THE KOTOFOR HERBICIDE CIRCULATION IN THE SOIL-PLANT SYSTEM WHEN APPLIED IN AGRICULTURE**

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### **ABSTRACT.**

*One important issue from a hygienic point of view is the study of the behavior of herbicides in various environmental objects, and numerous studies have proved that the stability of the triazine group of herbicides in the soil depends on temperature, humidity, and the content of organic substances (M.A. Alieva 1992, V.A. Anpalov 1999, M.Ya. Berezovsky 2001). Therefore, in some types of soil, these herbicides accumulate, while in others they quickly decompose. At the same time, there is a direct correlation between the consumption rates of the herbicide and the value of its residue in the soil and food products, the concentration of the maximum Kotofor amounts in the surface layer is explained on the one hand, low volatility from the soil surface, and on the other, a relatively high content of organic substances in its surface layer. With an increase in the consumption rate to 3.0 and 4.0 kg / ha, Kotofor was found under furrow and sprinkler irrigation conditions only in the surface soil horizon (0-10 cm) in amounts of  $0.010 \pm 0.001$ - $0.020 \pm 0.003$  and  $0.020 \pm 0.001$ - $0.030 \pm 0.003$  mg / kg, respectively). Based on the conclusion of the foregoing, it can be concluded that the Kotofor herbicide is mainly adsorbed in the surface soil horizon (0-20cm). The degree of concentration of Kotofor residues in the soil was in direct proportion to its consumption rates. When using Kotofor in the conditions of sprinkling irrigation, the amount of its residues in the soil was 9.3-16.0% higher than with the furrow irrigation method ( $P < 0.05$ ). A constant increase in the assortment and quantity of applied pesticides and the expansion of their use in various areas of the national economy lead to an increase in their possible pathways to food products (E.A. Antonovich 1999, E.I. Goncharuk 1999).*

**KEYWORDS:** Hygienic, Consumption,



## INTRODUCTION

In irrigated soils, herbicides are highly stable. The half-life of simazine under irrigation is 1.5 years (V.A. Anpalov 1999, M.Ya. Berezovsky 2001).

A constant increase in the assortment and quantity of applied pesticides and the expansion of their use in various areas of the national economy lead to an increase in their possible pathways to food products (E.A. Antonovich 1999, E.I. Goncharuk 1999).

Pesticides can penetrate plants when they are directly treated with plants, soil, seeds of food crops, etc. Soil poses a great danger from the point of view of possible food contamination by pesticides (Zhumaeva A.A., A.A. Kasimov H.O et al. 2019). Penetrating one way or another into plants, pesticides are transported by ascending or descending currents of the fluid circulating throughout the plant, deposited in different amounts in plant tissues, affecting the physicochemical properties of proto-plasma (E.A. Antonovich 1999, Kh.O. Kosimov 2019). As a result of the accumulation of pesticides and their metabolites in plants, food chains can enter the human body, exerting a negative effect on various organs and tissues.

Based on the foregoing, the aim of this study was to study the persistence (stability and degree of translocation) of the migration of the Kotofor herbicide in the soil-plant system.

## Objects and research methods

The object of research was the Kotofor herbicide. Kotofor is produced by the company Ciba-Geigy (Switzerland in the form of 60 wettable powders. The product is intended for weed control on cotton and potato crops.

Kotofor field tests were carried out under conditions of furrow and sprinkler irrigation. The characteristic features of these types of irrigation are as follows:

With furrow irrigation, water is supplied from the irrigation canal and sent to the furrows of the irrigated field. At the end of the field, a discharge ditch is diverted, where water is discharged after irrigation.

In the irrigation method of irrigation, water is supplied through special pipes and falls on the irrigated surface in the form of rain.

## Materials and methods for their discussion

Under the conditions of a full-scale experiment, the Kotofor persistence and migration along the profile of the gray earth soil were studied when using it under furrow and sprinkler irrigation conditions. Studies on the migration of Kotofor in soil and translocation into plants showed that when using the drug at a rate of 1.0 · 2.0 kg / ha 130 days after treatment in all studied soil horizons (0-10, 10-20, 20 -30 cm), the herbicide was not found in the tops and tubers of potatoes with both grooved and sprinkling irrigation. With an increase in the consumption rate to 3.0 and 4.0 kg / ha, Kotofor was found under furrow and sprinkler irrigation conditions only in the surface soil horizon (0-10 cm) in amounts of  $0.010 \pm 0.001$ - $0.020 \pm 0.003$  and  $0.020 \pm 0.001$ - $0.030 \pm 0.003$  mg / kg, respectively).

A study was made in the dynamics of the residual Kotofor in the soil. The drug was applied to the soil at the rate of 1.0; 2.0; 3.0; 4.0 kg / ha. The results of the study showed that 30 days after treatment, the drug was detected in the horizon up to 20 cm ( $0.040 \pm 0.004$ - $0.150 \pm 0.041$  mg /

kg). The highest concentration of herbicide was found in the horizon of 0-10 cm, where its content was  $0.250 \pm 0.030$ - $0.820 \pm 0.080$  mg / kg.

On the 150th day after treatment at a consumption rate of 2.0 kg / ha, both with furrow and sprinkler irrigation, Kotofor residues were not found in the soil. With an increase in the consumption rate to 3.0 and 4.0 kg / ha, herbicide residues were found in the surface horizon (0-10 cm) at the level of  $0.02 \pm 0.002$ - $0.04 \pm 0.002$  mg / kg. 180 days after treatment under furrow irrigation, Kotofor was not found in all studied soil layers. Under irrigation irrigation at a rate of 4.0 kg / ha, it was detected in trace amounts.

Based on the conclusion of the foregoing, it can be concluded that the Kotofor herbicide is mainly adsorbed in the surface soil horizon (0-20cm). The degree of concentration of Kotofor residues in the soil was in direct proportion to its consumption rates. When using Kotofor in the conditions of sprinkling irrigation, the amount of its residues in the soil was 9.3-16.0% higher than with the furrow irrigation method ( $P < 0.05$ ).

## CONCLUSION

Summarizing the results of the above studies of soil and plant samples taken from the soil cultivated by Kotofor, we can conclude that it is possible to preserve the remains of the herbicide in the soil and contaminate food products. At the same time, there is a direct correlation between the consumption rates of the herbicide and the value of its residue in the soil and food products, the concentration of the maximum Kotofor amounts in the surface layer is explained on the one hand, low volatility from the soil surface, and on the other, a relatively high content of organic substances in its surface layer.

We calculated the periods of semi (T50) and complete (T95) decay of Kotofor in the soil. When using the herbicide under irrigation irrigation, the period of the complete consumption of the drug is 162 days, with furrow irrigation 156 days.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00038.5**

## **BAYSUN DIALEKT CORPUS: GENESIS (BAYSUN DISTRICT IS IN THE CASE OF “J” DIALECT)**

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### **ABSTRACT.**

*The article about the national corpus and Baysun vernacular of the local population expressed opinions about specific issues units computerize. In the late 19th and early 20th centuries, the first samples of the 20th dialectological atlas were created. From that time on, local dialects and dictionaries have been collected in German territories. Therefore, the dictionary of the Uzbek language is a product of a long time that is understandable to all members of this nation, which is widely used in economic and social life, and that makes sense and makes sense. It has rich forms of words and phrases, phrases that can be the basis for it. Today, it is difficult to imagine the development of all aspects of socio-economic life without computer technologies, but at the same time addressing the challenges facing linguistics has gradually begun to turn to electronic textbooks created using computer technology. It uses technical means for storing sound information. Scientific data collected by the scientist is stored in a computer memory, keeping in mind the comparative and common language units, words, the use of vocabulary and textual corpus will increase the scientific level of linguistic research and reduce wasted time for research. The units on the Baysun dialect dictionary can be used not only to solve important problems facing researchers of theoretical and methodological linguistics but also to help investigate various aspects. These are traditional and verbal speech culture categories, along with lexical-semantic (motivational, emotional, affective, evaluative, leveling, intensity) categories in the vocabulary of Uzbek language units. The Interpretative Dictionary of the Uzbek Language contains over 80,000 vocabulary and dialect expressions in the national language, while the dialectal stable units representing the identity of the people reflect the form and meaning of the linguistic units in our language. Gives.*

**KEYWORDS:** *Dialectological Corps, Economic, Political, And Economic Everyday Life, Computerize Texts, Remote Exchange of Information*

**INTRODUCTION:**

Dialectology in world linguistics has its own stages of development. The study of the poems began in the field of Turkology by the work of Mahmud Kashghari (XI century), "Devonu lugatit Turk", and interest in the live speech of the people, as a whole, was formed in Germany in the late seventeenth century as a science of dialectology. In the late 19th and early 20th centuries, the first samples of the 20th dialectological atlas were created. From that time on, local dialects and dictionaries have been collected in German territories. German Atlas of German language (1826-1926), German Lexicological Atlas (Marburg German Dialectological Institute); "Atlas of the French Language" by Edmon and Gilleron (Vol. 12, 1902-1912); Published by Yud and Yaberg [4,16].

The study and scientific substantiation of the Uzbek dialects was done by the Young Grammarians in the second half of the 19th century and was regarded as a natural, non-stop component of the national language [2, 4]. ]. UD Polivanov, II Zarubin, VVReshetov KKYudahin, AKBorovkov, Gozi Olim Yunusov, F.Abdullauev, Shoabdurahmonov, A.Shermatov, N. Rajabov, H.Donyorov, K.Muhammadjonov, D.Abdurahmonov, Scientists such as B. Juraev, A. Juraev, A. Ishaev, N. Shaimova, S. Rahimov, H. Fayziyeva, N. Murodova are invaluable in the development of the Uzbek dialectology.

The Phonetic, Lexical, and Grammar Levels of the Uzbek dialects in our linguistics over the past 50 years have been published in the "Khorezm Dictionary of Poems" (1961). "Uzbek vocabulary vocabulary" (1966). "Vocabulary of Tashkent Region Poets" (1966). "Kokand Group Vocabulary" (1971). "Oral Vocabulary Vocabulary" (1973). "Dictionary of Uzbek Folklore" (1971), "Uzbek dialects in Surkhandarya region" (1974), "Uzbek dialects in Karakalpakstan" (1977), Kipchak dialects vocabulary (1979), Surkhandarya region Uzbek poems "(1985), Juraev B. "The Uzbek dialects of Upper Kashkadarya".

**BASIC PART:**

As far as Baysun dialectal units are concerned, Zarubin divides Uzbek dialects into four groups, excluding Kipchak dialects in much of Uzbekistan's territory. Classify the dialects in 5 groups: 1) Tashkent, 2) Farena, 3) Kipchak, 4) Khiva, (Khivauz), 5) North Uzbek dialects enters. Prof. In his classification, E. Polivanov subdivides into the eronized and non-irradiated groups, taking into account the classification (cross-language) and hybridization. The dialects of areas with central bilingualism in Baysun district are referred to as the 1st dialect Samarkand-Bukhara, and the "dial" dialects to the Middle Uzbek dialects.

Prof. N Shoroabdurahmonov says that Polivanov's theory is explained by external factors, and that some of his theoretical conclusions are misleading in the Uzbek language poems. Baysun dialect According to Borovkov's classification, Sheba Shayboniy is an Uzbek or J-type dialect [4, 35], an Uzbek-Qipchak group by Ghazi Olim classification, according to VV Reshetov. Belongs to the Kipchak dialect of the northwestern group [4, 36]. As the language develops, its vocabulary (vocabulary) undergoes significant changes compared to other areas [9, I, 3b]. The Interpretative Dictionary of the Uzbek Language contains over 80,000 vocabulary and dialect expressions in the national language, while the dialectal stable units representing the identity of the people reflect the form and meaning of the linguistic units in our language. Gives.

Events that occur in any people's life are first reflected in the lexicon of language. For this reason, the lexicon is the most mobile [6, 23] among the elements of the linguistic structure and

the mirror of the domestic level [1,72]. In the course of its historical development, the Uzbek people experienced extremely complex and varied stages, enriched their vocabulary in social, political and cultural relations with different peoples. Therefore, the dictionary of the Uzbek language is a product of a long time that is understandable to all members of this nation, which is widely used in economic and social life, and that makes sense and makes sense. It has rich forms of words and phrases, phrases that can be the basis for it.

It is important to learn the verses again after a certain period of time. In this rapidly evolving era, the development of technology and the growth of cultural and everyday life have squeezed the vocabulary from the language of the next generation and given that dialects are preserved only in the older generation. Although there have been several books, monographs and articles on phonetics, vocabulary, and grammar of Uzbek dialects to date, the vocabulary of dialectal vocabulary should still be the focus of researchers.

Today, it is difficult to imagine the development of all aspects of socio-economic life without computer technologies, but at the same time addressing the challenges facing linguistics has gradually begun to turn to electronic textbooks created using computer technology. The Electronic Texture Corps is a collection of specific texts that formulate and structure them in a specific way, and compare all the social, territorial, functional, and year-round alternatives of language from a linguistic point of view. The role of this system for information retrieval and research is invaluable [8,4-b].

The first studies of science in linguistic corps began in the 1960s. In 1963 at Brown University in the United States, the first large corps of molds (Brown Corpus) was created. An American variant of 500 genre texts of 2000 genre and 2000 words was developed by the authors of the text by William Francis and H. Kucher [8,4-b]. Austria, China, Germany, Portugal, Finland, Scandinavia, Poland, Lithuania, Georgia (for example, COR-DIAL-SIN; Helsinki corpus of English dialects; The Nordic Dialect Corpus; Archiv fur gesprochenes Deutsch, Specific dialectal corporations (Dialectic podkorp v. govorov, the study of electronic corpus dialectnoy culture Cuba I dr.) [5]

In Russian linguistics created a unique school for the creation of a national corpus: the structure of the Russian national corpus ("Natsionalnykorpusrusskogoyazyka"), works in St. Petersburg, Saratov institutes, and the Tomsk dialect corpus schools evidence of our opinion. , researches by scientists such as A. Pulatov, M. Aimbetov, S. Muhammedova, S. Karimov, A. Babanarov, D. Urinbayeva, N. Abdurahmonova, A. Norov , The philologist on the subject "Linguistic bases of creation of the Uzbek language corpus" by Khamroyeva. Science. PhD in Philosophy (PhD), A. Eshmoinov's research on "The Synonym of the National Corps of the Uzbek Language" (Doctor of Philosophy in Philology) is one of the practical steps in computer linguistics [3].

Language or body of text is a complete, computer-aided, structured, layered, linguistic database that addresses the issues. , The collection of search engines with the symbols of principles is a linguistic corpus [8,5-b]. Occasionally, any set of texts that are in common [topics (family, history, culture, etc.), genres (bibliographies, events, interviews, etc.), interviews (monologic, dialogical, polylogical), information (accurate, predictable, subjective) v)] is the term corpus. An analysis of the objectives of the creation of corpus texts is as follows:

- The use of linguistic units in the context of the text;
- **Sufficient** representation of units in a large linguistic body;



- One-time or multiple-time participation of created language corps in solving linguistic problems. For example, problems with lexical-grammatical analysis or the structure of lexicographic dictionaries.

I.J.Chesnokova and M.EManshin in the article "Russian National Corps as a Tool for Linguistic Studies" highlight the research on different sections of the language corpus: 1. The main corpus. 2. Deep syntax analysis case. 3. Newspaper Casing. 4. Parallel text body. 5. Dialectic text corpus (texts written by dialectologists from ethnic populations living in the area). 6. Poetic body of texts. 7. Language Training Corps. 8. Speech Corps. 9. Accentologic body. 10. Multimedia body. 11. Historic Language Corps [10].

As we approach the issue of creating a dialectical corpus, the materials collected during the expeditions are a reflection of modern dialect forms of the national language, unparalleled sources of historical and classical literature, and the culture of the ethnic population. The units on the Baysun dialect dictionary can be used not only to solve important problems facing researchers of theoretical and methodological linguistics but also to help investigate various aspects. These are traditional and verbal speech culture categories, along with lexical-semantic (motivational, emotional, affective, evaluative, leveling, intensity) categories in the vocabulary of Uzbek language units. Problems in research that determine the specific world view of the linguist, the scope of the use of language units.

Despite the fact that at the moment the scientists of the territory of Uzbekistan have created an atlas of poetry through the results of the expedition, the urgency of the problem of creating an electronic form reflecting the texts of Sheva and the body of not only Baysun, but also of other dialects throughout the country. indicates. Sheva is a means of communication for people of a particular territory and its scope is limited. The creation of the Corps of Uzbek dialects proves that the language units on the one hand do not disappear and reflect the national mentality, while on the other, it provides an easy solution to the problems of working with dialectal materials, comparing them, finding scope and alternatives in other languages. .

In recent years, the results of student-led dialectical travel have remained in the records. Modern scientific research demonstrates the need for a comprehensive, easy-to-use electronic resource, dialectal body. The creation of the dialectal corpus is one of the most urgent tasks facing the Uzbek linguistics, and the material collected during the expedition (words, economic, political, and household words, fairy tales, proverbs, parables) and the dictionaries made by them, electronic texts with the words in the syllabus.

The first step in carrying out the research should be:

1. Creation of electronic texts and files by handwriting in the form of manuscript units, words, sentences, texts.
2. Assign the value of all manuscripts for this work and save them in the form of pictures and DJVU.
3. Developing unique symbols that should be phonetic, morphological and lexical-grammatical analysis of the texts in the Boysun dialect, with the goal in mind.
4. Provide national vocabulary and vocabulary that are in common with the fiction in line with the writing standards.

5. To analyze the phonetic and morphological separation of national, dialectal, historical and dialectal words and vocabulary.
6. Demonstrate the origin, development, and variation of dialectal peculiarities of the vocabulary.
7. Assess the relationship of the dialects with other languages.
8. Determine the participation of other languages in the content of the dialects.

## CONCLUSION

In summary, linguistic research aims to find answers to a wide range of language issues, regardless of the challenges and objectives. Using a variety of texts, genres, as well as questionnaires, the researcher provides a reliable way of research. It uses technical means for storing sound information. Scientific data collected by the scientist is stored in a computer memory, keeping in mind the comparative and common language units, words, the use of vocabulary and textual corpus will increase the scientific level of linguistic research and reduce wasted time for research. Young researchers are now able to share their databases over the Internet, and remote relationships are a great opportunity for them. All this serves as a new stage in the study of Uzbek linguistics.

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**Asian Journal**  
**of Multidimensional**  
**Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00039.7**

**NOSTANDARD TEST IN CHILD LITERATURE  
OBJECTIVES**

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**ABSTRACT**

*In controlling the achievement of learning objectives by Blum taxonomy in children's literature, it is important to determine the extent to which students acquire information and information on a particular topic. The above-mentioned non-standard test tasks play an important role in enhancing the student's knowledge of the subject and developing skills and competencies. It tells the story of the fairy tale and its heroes, fiction and story development. Higher education teachers are responsible for educating both physically and mentally qualified professionals in our society - educating and educating young people who are capable of actively working in public life and in various fields of government and science and culture. This, among other subjects, places a significant challenge on children's literature.*

**KEYWORDS:** *Society – Educating, Non-Standard, Qualified*

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**INTRODUCTION**

Higher education teachers are responsible for educating both physically and mentally qualified professionals in our society - educating and educating young people who are capable of actively working in public life and in various fields of government and science and culture. This, among other subjects, places a significant challenge on children's literature.

Nowadays in our country much attention is paid to the organization of educational process on the basis of advanced pedagogical technologies tested in the experience of developed countries of the world and widely applied in the national education system. The National Program for Personnel Training and the Law on Education serve as guides in this regard.

In controlling the achievement of learning objectives by Blum taxonomy in children's literature, it is important to determine the extent to which students acquire information and information on a particular topic. To do this, the student must identify, describe, process the data, explain his or

her own ideas, explain the specific process, object or event, and highlight the characteristics of the process, object, or event.

These points cannot be achieved by standard learning and test tasks, and it is recommended that you use the following illustrative and multiple-choice non-standard tests to determine the extent to which the learning objective has been achieved.

These test tasks in children's literature allow students to not only master the knowledge they have acquired, but also to ensure that they have the ability to objectively and accurately evaluate and identify the object and its components.

1. Identify fairy tale heroes and write down the numbers under each picture in the table.

1) The Grandfather Grandfather; 2) The Tale of Ur Urging; 3) The Red Hood fairy tale; 4) The Maugli fairy tale; 5) A bragging rabbit fairy tale; 6) "Boots" fairy tale; 7) A fairy tale "Three friends."

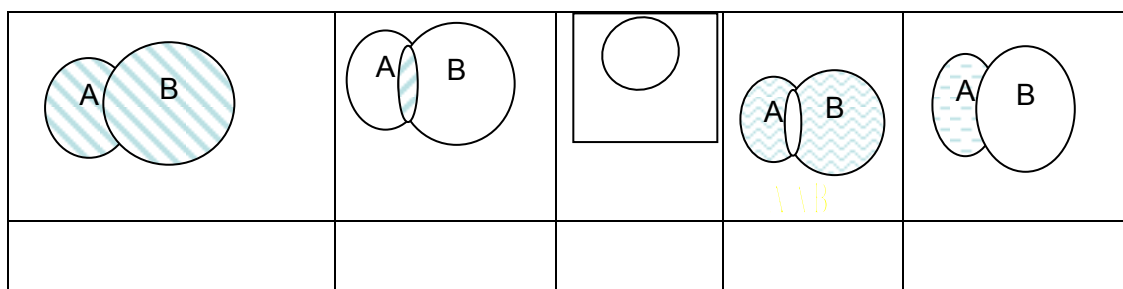


The formal and multiple-choice non-standard test answer is as follows.

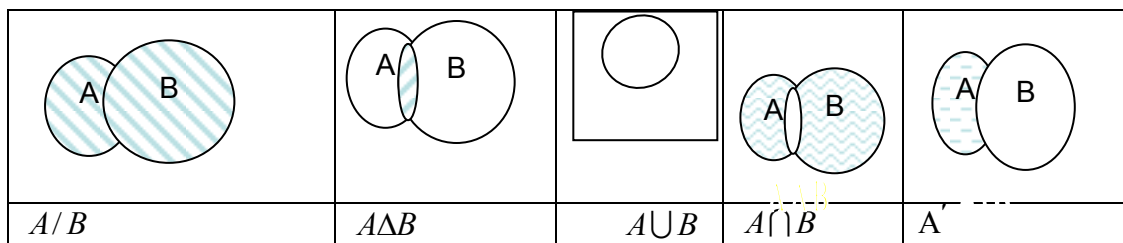
2	3	6	1	7	5	4
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2. Identify the following works using the Euler-Venn diagrams, and place the corresponding figure below each diagram.

1) "Riding the Yellow Devil"; 2) "Bad Boy"; 3) "A boy with five children"; 4) "Mourning eyes"; 5) White ship.




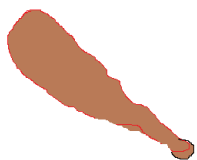




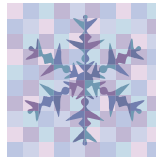
Answer:



3. Identify the fairy tale characters and write down the numbers under each picture in the table.

1) "Boots" fairy tale 2) "Maugli" fairy tale

4) "Grandfather Grandfather" 5) "Three heroes" fairy tale 6) "Red hat" 7) The Tale of Ur






						

Answer:


2	7	6	1	5	3	4
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4. Identify and organize the following poetic works of the Russian children's poet KI Chukovsky.

1) "Good", 2) "Stolen sun", 3) "Fedorina's grief", 4) "Dr. Aybolit", 5) "Watercolor"


				
<b>Right answer</b>				
3	5	2	1	4

5. Which fairy tale is depicted in the picture?


	A	"Stolen sun" fairy tale
	B	"Favored" is a fairy tale
	C	"The Federina's Grief" fairy tale
	D	"Dr. Aybolit" fairy tale
	E	Dr. Aybolit "fairy tale
<b>Correct answer: D "Doctor Aybolit" depicts a fairy tale</b>		




**6. What space is in the image?**

	<b>A</b>	Babur Park in Tashkent
	<b>B</b>	Gafur Gulom Park in Tashkent
	<b>C</b>	Alisher Navoi National Park in Tashkent
	<b>D</b>	Square named after Alisher Navoi in Tashkent
	<b>E</b>	National Park in Tashkent
<b>Correct answer: C Alisher Navoi National Park in Tashkent</b>		

**7. Correct answer: C Alisher Navoi National Park in Tashkent**

	<b>A</b>	“Маугли”
	<b>B</b>	“Ур тўқмоқ”
	<b>C</b>	“Уч оғайни ботирлар”
	<b>D</b>	“Бўғирчок”


**Correct Answer: S****8. Determine the year of adoption of the government document related to the establishment and celebration of the anniversary of the Alisher Navoi National Park.**

	About the 550th anniversary of Alisher Navoi	<b>1</b>	President of the Republic of Uzbekistan	<b>a</b>	January 1, 1990, No. PF-139
	On celebrating the 545th anniversary of Alisher Navoi	<b>2</b>	Solution	<b>b</b>	January 29, 1991, No. PF-133
	C About the 555th Anniversary of Alisher Navoi	<b>3</b>	President of the Republic of Uzbekistan	<b>c</b>	January 23, 1991
	About Celebrating Navoi's 551th Anniversary	<b>4</b>	Decree	<b>d</b>	No. PF-139
	Celebration of the 535th anniversary of Navoi	<b>5</b>	Decree of the President of Uzbekistan	<b>e</b>	January 29, 1992

**Correct Answer: A-2-e.**



9. This miniature depicts the historical figures?

	<b>A</b>	Alisher Navoi and Kamoliddin Behzod
	<b>B</b>	Alisher Navoi and King Hussein Baikaro
	<b>C</b>	Free and Building
	<b>D</b>	Khondamir and Behzod

Correct Answer: W

10. Define H. Tuhtabaev's works correctly:

1 "Paradise People" 2 "Riding a Carican" 3 "Mourning Eyes" 4 "A Boy with Five Children" 5 "Death of a Carib Dev"



Correct answer: 2, 5, 4, 3, 1

11. ... by H. It belongs to Tuhtabaev.

A. "Patient".

V. "People of Paradise"

C. "Sunglasses".

D. "Yodgor".

E. "Riding the Yellow Devil."

F. "A guy with five children."

G. "Alisher's Youth".

Answer

A	B	C	D	E	F	G

Answer:

A	B	C	D	E	F	G
No	Yes	Yes	No	Yes	Yes	No

**12. Alisher Navoiy National Library on the government to establish a valid document**

A	About creation of the National library of Uzbekistan named after Alisher Navoi	1	Resolution of the Cabinet of Ministers of the Republic of Uzbekistan	a	April 12, 2002	a	No. 124
B	About establishment of the National library of Uzbekistan	2	Resolution of the Oliy Majlis of the Republic of Uzbekistan	b	April 21, 2003	Б	No. 123
C	About the creation of the Alisher Navoi National Library	3	Resolution of the Senate of the Republic of Uzbekistan	c	April 13, 2002	B	120 no
D	About the creation of the Alisher Navoi library in Uzbekistan	4	Resolution of the Parliament of the Republic of Uzbekistan	d	May 12, 2003	Г	Issue 121
E	About the creation of the National Library of Uzbekistan named after Alisher Navoi	5	Resolution of the Legislative Chamber of the Republic of Uzbekistan	e	June 12, 2002	Д	122. no

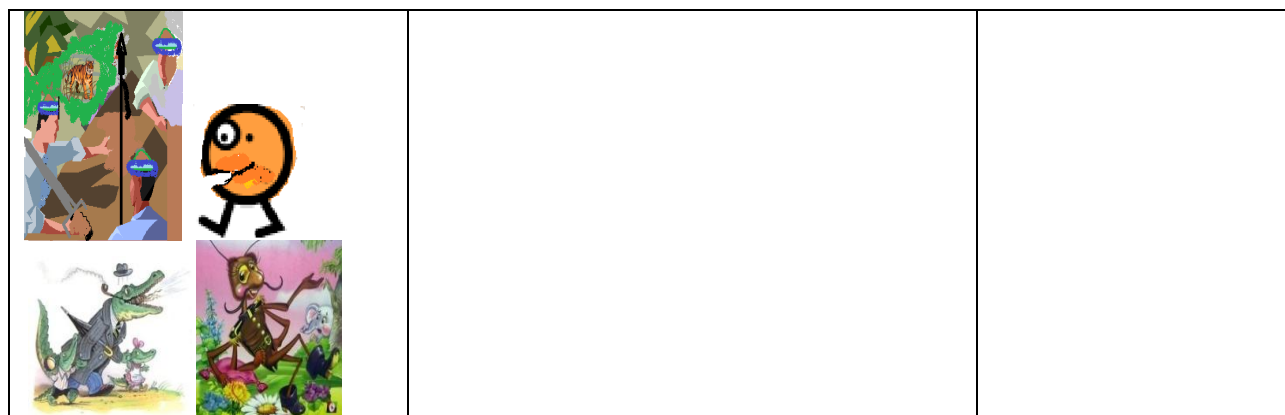
**Correct Answer: A-1-a-b****13. ... work by S. Ya It belongs to the Marshak pen.****A. Sharks****V. "Where did you eat, sparrow?"****C. "A Fairy Tale about a Mice"****D. Jump****E. "Twelve months"****F. "Where did the table come from?"****G. "Alphabet"****Answer:**

A	B	C	Д	E	F	G

**Answer:**

A	B	C	Д	E	F	G
No	Yes	Yes	No	Yes	Yes	No

	Name of works	numbers
	"Suvarakxon" fairy tale	
	A fairy tale "Breathe Three Men"	
	The "rogue" fairy tale	



**14. Identify the fairy tales shown in the picture and write the appropriate numbers**

**Answer: 1,2,3,4.**

	Name of works	<b>numbers</b>
	"Stolen sun" fairy tale	<b>1</b>
	The "rogue" fairy tale	<b>2</b>
	A fairy tale "Breathe Three Men"	<b>3</b>
		<b>4</b>

**15. What kind of building is on the picture?**

	A	Uzbekistan Opera and Ballet Theater	Uzbekistan Opera and Ballet Theater
	B	Alisher Navoi Opera and Ballet Theater	Alisher Navoi Opera and Ballet Theater
	C	National Academic Drama Theater of Uzbekistan	National Academic Drama Theater of Uzbekistan
	D	Drama Theater named after Mukimi	Drama Theater named after Mukimi

**Correct Answer: W**

The above-mentioned non-standard test tasks play an important role in enhancing the student's knowledge of the subject and developing skills and competencies. It tells the story of the fairy tale and its heroes, fiction and story development.

Achievement of Bloom's Taxonomy in Educational Process - The use of non-standard test assignments to monitor and evaluate students' academic performance ensures fairness and comprehensiveness of control.

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Published by: **TRANS** Asian Research Journals

**AJMR:**  
**Asian Journal**  
**of Multidimensional**  
**Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER:10.5958/2278-4853.2020.00040.3**

**GEO-SPATIAL APPROACH BASED MAPPING USING PROXIMITY  
ANALYSIS TECHNIQUES FOR ESTABLISHMENT OF NEW HIGHER  
EDUCATION COLLEGES- A CASE STUDY OF CHAMBAL DIVISION,  
MADHYA PRADESH, INDIA**

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**ABSTRACT:**

*The population is continuously increasing in India, Keeping view in this matter required decentralize planning in all primary and secondary facilities. This paper focused on the establishment of the new Government Higher Education Colleges (HEC) in tahsil/block headquarters and the village area of Chambal division in Madhya Pradesh state, where college are not available and the number of students in those places is even more, through spatial analysis techniques. First of all, created the buffer on the all college locations with radial distance of 10, 15 and 20 km and exclude those tahsil and village clusters where the college doesn't establish. For the rapid growth of student population of Chambal division in Madhya Pradesh need for establishment of new colleges. All those criteria and decision have been taken for the proposal of the new college's establishment through number of higher secondary school and enrolled student, percentage of weaker section students versus total students in higher secondary school within the buffer of 10, 15 & 20 kms from tahsil and block headquarter without college. The weightage has been assigned to all classes by calculating the mean (M) and standard deviation (SD) of each criteria followed by statistics and weighted index method. Further, the summation equation has used by taking the summation of all weights of each Tahsil and the Priority is calculated by using the Mean and SD values of cumulative weight and final priority wise proposed location map has been prepared for the establishment of new colleges.*

**KEYWORDS:** *GIS, Higher Education College (HEC), Higher Secondary School (HSS), Weightage Index, Proximity, Spatial Analysis.*

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## 1. INTRODUCTION

The general objective of higher education colleges mapping is to improve the education system at a local level, by providing information with a geographic dimension which will enable local-level planners to make better-informed decision.

Geographical Information System (GIS) has developed at a remarkable pace over the past two decades and will play a key role in developing in the 21<sup>st</sup> century. So many countries around the world have already prepared their strategic development plan for the application of GIS for gigantic financing endeavors (Kumar and Mishra, 2003).

Decentralization is a buzzword these days in public management as a whole and in educational management in particular. Higher education colleges mapping using GIS is one of the ways to meet these challenges. The digital mapping of colleges in terms of spatial and social coverage will be an essential instrument for decision support system for establishment of new higher education colleges. According to Burrough, (1998) GIS is a powerful set of tools for collecting, storing, retrieving at will, transforming and displaying spatial data from the real world for a particular set of purposes. College mapping comprises physical location analysis of the secondary schools. In order for this to be accomplished knowledge of the settlements and the student population of the area is required. Accessibility analysis is done on the basis of the location and attributes of roads and other infrastructures as layers. The time has come for all decision makers to discuss the appropriateness of GIS technology and its application to education planning (Ghose, 2011).

The application of geospatial technology in proposed colleges location mapping as a term that has been much used in educational planning; it covers a wide range of educational planning and management issues and relates to allocation of resource efficiency in the delivery of services and improving efficiency of learning.

The aim of this study is to apply GIS to build a proper spatial decision support system that can be used in college level, planning. The end product of the GIS will be part of an educational decision support system that provides the user with a map of specific regions with focus on the proposed college locations.



## 2. STUDY AREA

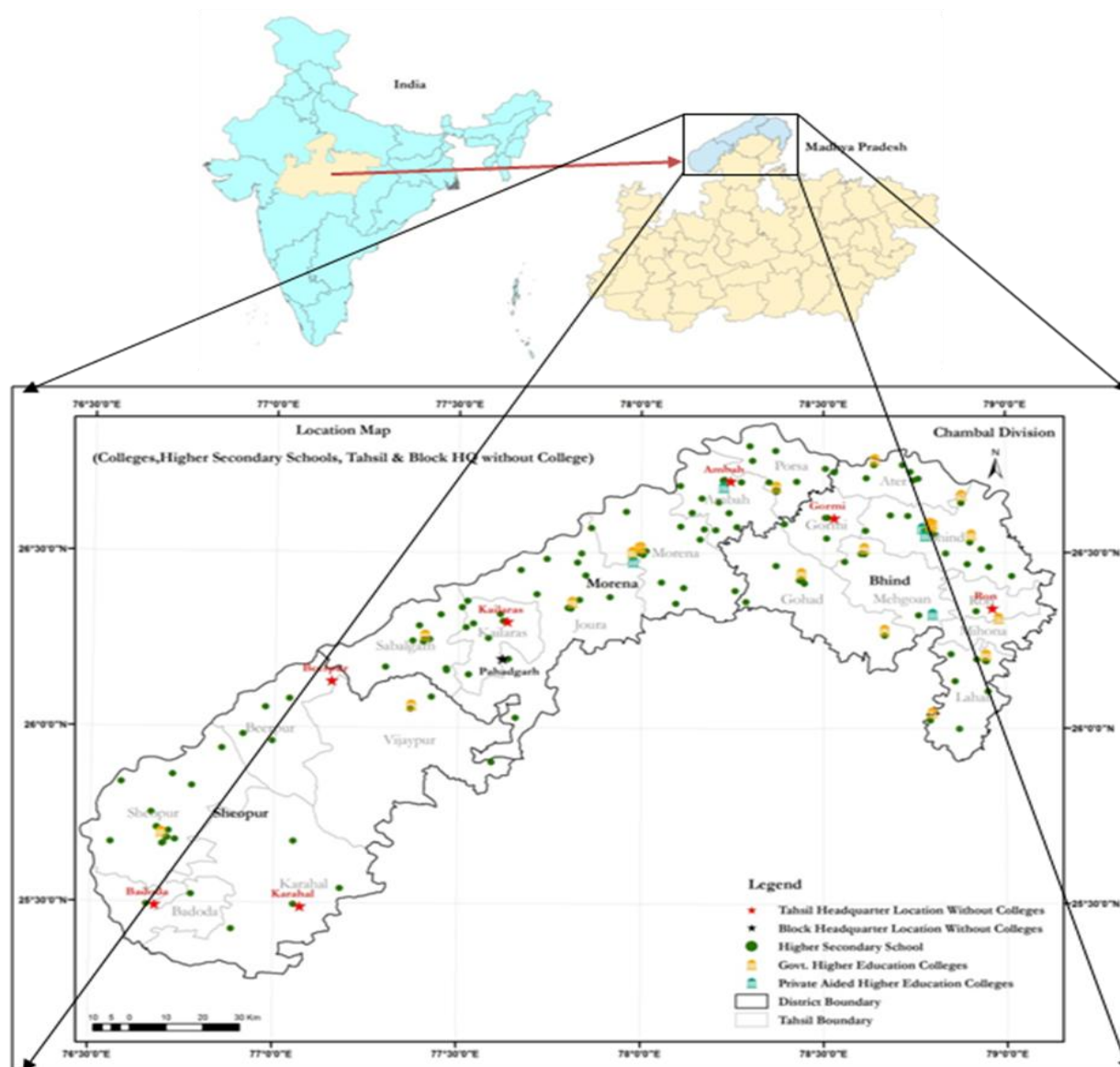


Figure 1: Study area

Chambal region is the most important division of Madhya Pradesh, which comprises three districts: Morena, Bhind, and Sheopur. The divisional headquarter is located at Morena town. The division of Madhya Pradesh is geographically known for its “Ravines” (Beehad).

In the present study, the area selected is the part of Chambal division, located between  $26^{\circ}52'33.871''$  N and  $25^{\circ}16'8.454''$  N latitudes and  $76^{\circ}26'31.059''$  E and  $79^{\circ}9'0.103''$  E longitudes at a height of 175 meters above mean sea level. On its south, east, and west, the division is bounded by the Vindhyan mountain ranges and on the north-west by the Aravallis.

## 3. METHODOLOGY

The main aim of this study is to establish new colleges within a required buffer distance around the colleges. The HSS has also mapped and used as an input to analyze the catchment for new

colleges. Generally, GIS has combined two types of data, spatial databases and non-spatial datasets.

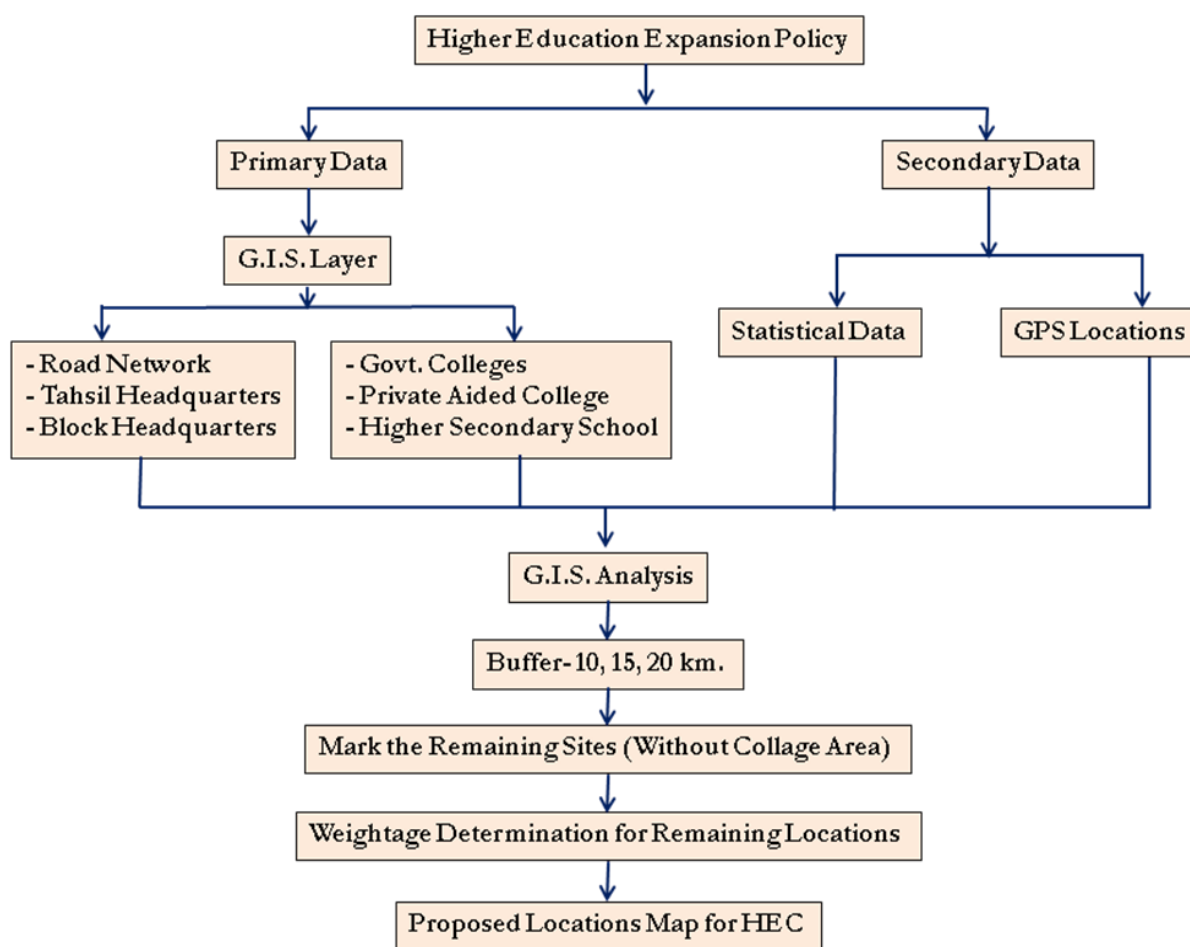


Figure 2; Flow Chart of Methodology

In this study holds numerical data and is as such very similar to the information base, find in a programmed such as excel, database or access. The spatial and attribute data are the Tahsil, block locations, administrative boundaries, road network, coordinates of the location of Higher Education colleges and Higher Secondary Schools obtained using the Global Positioning System (GPS) these locations are used to locate the colleges and schools on the GIS maps and links them with statistical information. The names and number of the HEC and HSS, detailed data collect from the education department.

The acquisition of the necessary hardware and software for GIS is not as complex as it may appear, despite the tendency of computer based technology to evolve rapidly. ESRI ArcGIS10.2 software has been chosen for planning for the establishment of the new higher education colleges in Chambal division.

An important aspect to remember when considering the operations of a GIS is that its usefulness depends on an accurate, well designed and documented database.

#### 4. RESULTS AND DISCUSSION

The aim of this study is to apply GIS to build a proper spatial decision support system that can be used for college level planning. In this system all the higher education colleges and higher secondary schools with attribute data would be available for problem solving and decision making in education. Spatial data like college, school, Tahsil/Block locations, road network and administrative boundaries has been digitized in ArcGIS platform and create location of these data showing in figure 1.

##### 4.1 Buffer on College Locations

In Chambal dividing total number of government higher education colleges are 20 and total number of government aided private colleges are 5 showings in table 1. Create the buffer on the all higher education college locations of Chambal division with radial distance of 10, 15 and 20 km and exclude those Tahsil and village clusters where the college doesn't establish showing in figure 3.

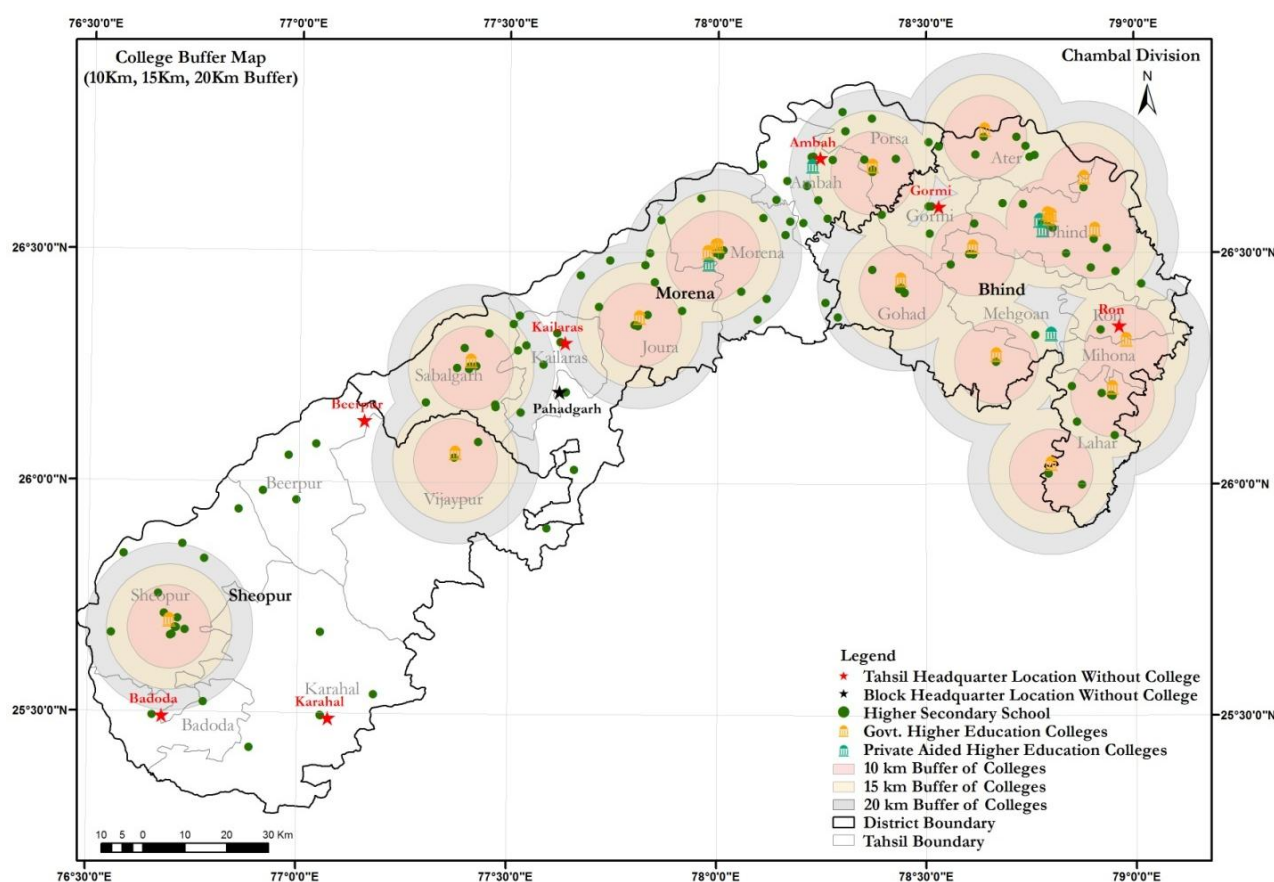


Figure 3; College Buffer Map

##### 4.2 Buffer on Tahsil/Block without college

Found the 7 Tahsil/block locations in Chambal division without government and private aided college. Create the buffer on the all Tahsil/block locations of without college radial distance of 10, 15 and 20 km showing in figure 4.

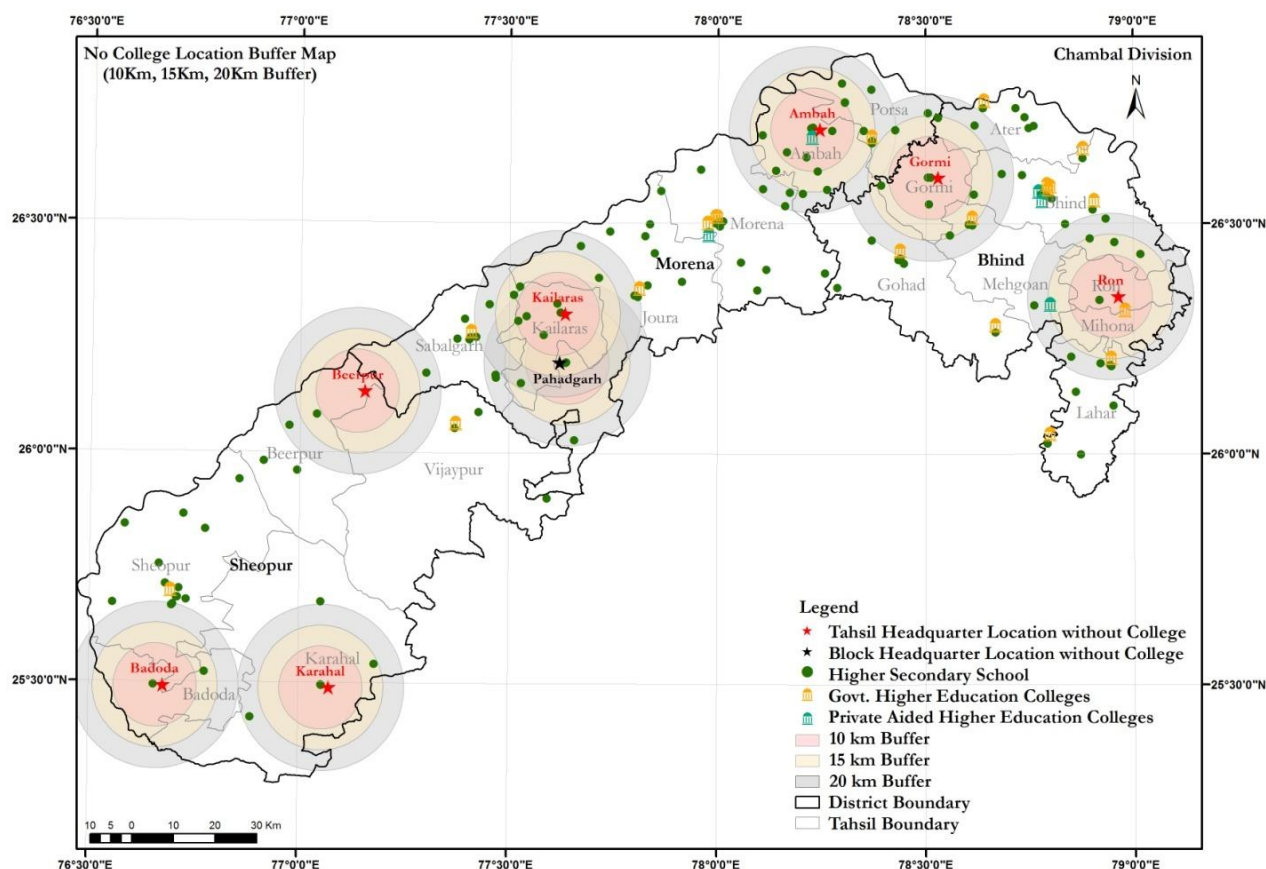


Figure 4; Without College Location Buffer Map

### 4.3 Analysis Criteria

GIS based planning for new higher education college establishment mapping component includes not only the physical location of the colleges, but also detailed information and existing distribution pattern of higher education colleges (HEC) and higher secondary schools (HSS) as well as students profile. GIS based college mapping is helpful to meet needs such as development of micro and macro plan of HEC. The Geographic Information System (GIS) is capable to gather, store, retrieve and analyze spatial georeference data and information and generate information about HEC and HSS. Initial modules in GIS software such as spatial query, 10, 15, 20 km radius of influence of a HEC and HSS to generate a buffer zone for proximity analysis to site selection for new HEC. For selection of the site for new HEC the weightage is given on 3 point scale from 1 to 3. 1 to maximum weightage and 3 to minimum weightage.

### 4.4 The Criteria used:

1. Tahsils falling outside/within the buffer of 10km, 15km, 20km on colleges.
2. Number of Higher Secondary Schools within the buffer of 10km, 15 km, 20 km from Tahsils without college.
3. Number of Students enrolled in Higher Secondary Schools within the buffer of 10km, 15 km, 20 km from Tahsils without college.

4. Percentage of weaker section students (SC+ST+OBC) v/s total students in Higher Secondary Schools within the buffer of 10km, 15 km, 20 km from Tahsils without college.

The weights are defined by calculating the Mean and Standard deviation of each criteria as defined below:

$$\text{Mean} + \text{SD} = 1$$

$$\text{Mean} = 2$$

$$\text{Mean}-\text{SD} = 3$$

**TABLE 1; INFORMATION OF HIGHER SECONDARY SCHOOLS (HSS) OF WITHOUT COLLEGE TAHSIL/BLOCK LOCATIONS AND WEIGHTAGE ASSIGNMENT**

S. No.	District	Tahsil	Total No. Higher Secondary School (HSS)	Total No. of Students (Year 2015)	Weight HSS	Students from Weaker Section (SC+ST+OBC)	Percentage of Weaker Section Students	WT Weaker Section Students
10 km. Buffer								
1	Bhind	Gorami	3	325	2	178	54.77	2
2	Bhind	Ron	1	50	3	10	20	3
3	Murena	Ambah	6	257	2	94	36.57	3
4	Murena	Kailaras	6	415	1	270	65.06	2
5	Sheopur	Karahal	2	145	2	105	72.41	2
6	Sheopur	Badoda	1	86	3	78	90.69	1
7	Sheopur	Beerpur	0	0	3	0	0	3
15 km. Buffer								
1	Bhind	Gorami	9	743	2	430	57.87	3
2	Bhind	Ron	4	136	3	42	30.88	3
3	Murena	Ambah	16	1020	1	593	58.14	3
4	Murena	Kailaras	12	692	2	439	63.44	2
5	Sheopur	Karahal	3	272	3	232	85.29	1
6	Sheopur	Badoda	2	112	3	101	90.18	1
7	Sheopur	Beerpur	1	9	3	7	77.78	2
20 km. Buffer								
1	Bhind	Gorami	16	1428	1	769	53.85	3
2	Bhind	Ron	10	1017	2	531	52.21	3
3	Murena	Ambah	22	1266	2	690	54.50	3
4	Murena	Kailaras	17	896	2	573	63.95	2
5	Sheopur	Karahal	5	303	3	253	83.50	1
6	Sheopur	Badoda	4	493	3	338	68.56	2
7	Sheopur	Beerpur	3	78	3	65	83.33	1



Further, the summation equation has been used by taking the summation of all weights of each Tahsil and the Priority is calculated by using the same Mean and SD values of cumulative weight.

Mean + SD = 1st Priority

Mean = 2nd Priority

Mean-SD = 3rd Priority

**TABLE 2; PRIORITY WISE LOCATIONS FOR ESTABLISHMENT OF NEW COLLEGES**

<b>Kailaras</b>	11	1
<b>Karahal</b>	12	1
<b>Badoda</b>	13	1
<b>Gorami</b>	13	1
<b>Ambah</b>	14	2
<b>Beerpur</b>	15	2
<b>Ron</b>	17	3

Final priority wise proposed location map has been prepared for the establishment of new colleges. Seven location have found for opening of new HEC these are kailaras, karahal, badoda, gormi, ambah, beerpur and ron. These locations are showing with priority wise in table 2.

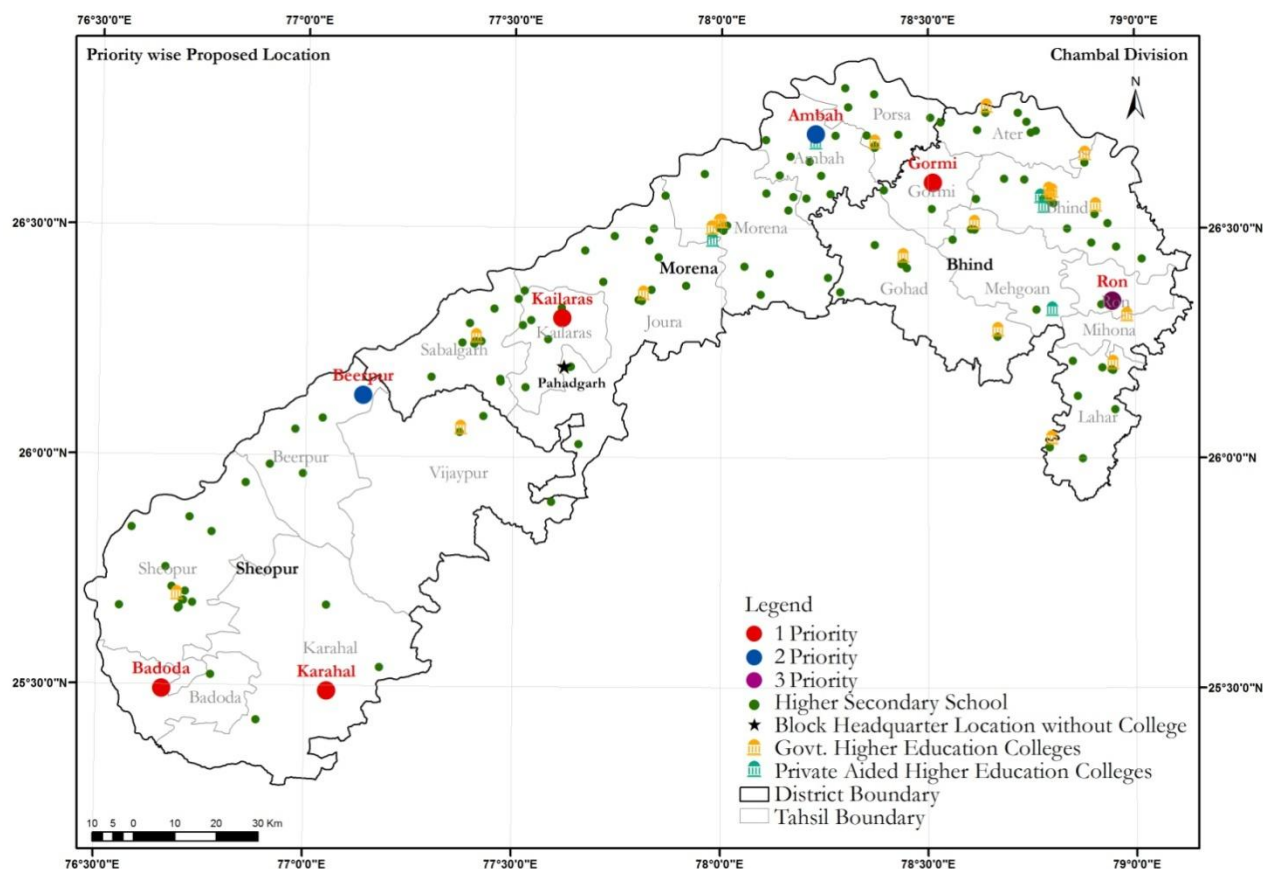


Figure 5; Prority wise Proposed Location Map



## 5. CONCLUSION

Remote Sensing and GIS can efficiently be applied in Decision Support Sysyetsm (DSS) tool in higher education planning. Several parameters taken into consideration in order to create a sustainable database for planning of higher education colleges. Comparatively speaking, GIS provides a more technological, convenient and precise way for establishment of new higher education colleges than the traditional way. It combines spatial and non-spatial data to construct visualized information that can be easily understood and analyzed by decision makers. By using such illustrative maps, decision makers can obtain very accurate solutions for problems.

In this study, the optimal site for new colleges allocated in the Chambal division of Madhya Pradesh State approximately matches with the place expected before, which proves that the result from GIS method is, relatively accurate and practical.

Furthermore, a GIS-based mapping of establishment new Higher Education Colleges together with necessity tests and sensitivity tests, make the decision makers be aware of which criteria are really necessary and how the results are sensitive to the weights change. Hence, it can optimize the criteria combination, modify the analytical structure and reduce the deviation, making the results stronger and more convincing.

For the decision makers of mapping of establishment new Higher Education Colleges site selection, when making GIS-based weights determination method, reliable data, especially the data for the factor criteria, should be taken seriously. It is essential to convert some tabulated data into geo-referenced data. Besides, in case of unexpected parameters, recheck the results, and match them with the reality is absolutely necessary.

With this development, GIS-based weights determination method together with necessity tests and sensitivity tests will absolutely be much more maneuverable and practical. Hence, it will be useful to provide a high-performance application and reference to other site selection, such as education planning, railway station and shopping mall, acting as an adequate tool for public administration and business market strategies.

## 6. ACKNOWLEDGEMENT

The authors owe a debt of gratitude to the Director general of MPCST Dr. Naveen Chandra, who not only extended the permission to carry out the study but also gave constant encouragement and valuable suggestions.

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Published by: **TRANS** Asian Research Journals

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of Multidimensional  
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(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00041.5**

## **POLICY OF MODERN CONSTRUCTION-IRRIGATOR ADMINISTRATION IN UZBEKISTAN**

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### **ABSTRACT**

*This article summarizes the state policy pursued by Uzbekistan in the system of advanced training of irrigated personnel, its practical significance and its role in the development of the state. One of the most important factors is the gradual introduction of the effects of the scientific and technological revolution in the production processes in the field of irrigation, the development of science and technology as a direct production force of new technologies, which is the reason for the mass formation of highly qualified personnel. During the multidimensional irrigation activity, the population used and improved the irrigation and hydraulic structures and hydrotechnical systems based on the conditions and diversity of water sources based on their remoteness and intensity, flow rate, and human and natural conditions. In particular, the structure, tasks and functions of 16 ministries, agencies and other organizations were reviewed, taking into account the modern requirements and priorities in the field of improving the system of state and public construction. 20 state and economic management bodies and other organizations were reorganized. Thus, it is important to determine the extent to which an engineer-irrigator training system can influence employee motivation, their professionalism and competence, as well as their commitment to the organization and the results of their activities, either directly or indirectly. It is advisable to pay attention to the following features of the system of training of irrigating personnel in Uzbekistan: Over the years, experts have begun to argue that the development of production is linked to a single nature, in particular environmental laws.*

**KEYWORDS:** *Engineer-Irrigator, Personnel Training Policy, Strategy Of Action, Market Economy, International Experience, Education, Civil Servants, Executives.*

## INTRODUCTION

In ancient times, the indigenous peoples of Central Asia have been of the utmost importance to conserve and enjoy natural gifts. Especially in the country, which our ancestors respected, a high level of irrigated agriculture was formed through the rational use of land and water. Our ancestors - irrigators, myrrhs and peasants have developed methods for the rational use of natural water resources in mountainous and steppe zones. During the multidimensional irrigation activity, the population used and improved the irrigation and hydraulic structures and hydrotechnical systems based on the conditions and diversity of water sources based on their remoteness and intensity, flow rate, and human and natural conditions.

In the context of today's globalization and the need to protect national values, the development of the industry in which we think is one of the main demands of the time, as all sectors are in need of reform. In the former Soviet Union, it was not recognized that the economy's dependence on natural resources depends on natural or environmental laws and laws. Over the years, experts have begun to argue that the development of production is linked to a single nature, in particular environmental laws.

Globalization puts new approaches and requirements on the personnel. In order to realize the priority tasks of social and economic development of the Republic of Uzbekistan at the present stage, special attention is paid to the revision of the system of advanced training of specialists in the field of production and management and further increase of their efficiency. The need to address the challenge of training personnel with innovative thinking and intellectual ability to implement innovative ideas and technologies has been the dominant political power in society since the development and implementation of human resources policy in Uzbekistan. In our society, an adapted education and training system has been established for the adequate and high quality training of specialists and their rational use for the benefit of society and the state.

The Strategy of Action on the five priority directions of development of the Republic of Uzbekistan in 2017-2021 is identified as an important priority in reforming the system of public administration through improving state and public construction, improving the quality and effectiveness of public services and professional training of civil servants.

In particular, the structure, tasks and functions of 16 ministries, agencies and other organizations were reviewed, taking into account the modern requirements and priorities in the field of improving the system of state and public construction. 20 state and economic management bodies and other organizations were reorganized. The Concept of Administrative Reform in the Republic of Uzbekistan has been approved. Based on this policy document, advanced forms of strategic planning, innovative ideas and technologies are introduced into the public administration system. It is planned to adopt 17 laws in the field of state and public construction in the country.

Successful implementation of radical transformations and reforms in the life of the state and society requires first and foremost the training of young and initiative people with strong knowledge in the market economy and capable of understanding and analyzing the current domestic and foreign policy of Uzbekistan.

In ancient times, the indigenous peoples of Central Asia have been of the utmost importance to conserve and enjoy natural gifts. Especially in the country, which our ancestors respected, a high level of irrigated agriculture was formed through the rational use of land and water. Our

ancestors - irrigators, myrrhs and peasants have developed methods for the rational use of natural water resources in mountainous and steppe zones. During the multidimensional irrigation activity, the population used and improved the irrigation and hydraulic structures and hydrotechnical systems based on the conditions and diversity of water sources based on their remoteness and intensity, flow rate, and human and natural conditions.

In the context of today's globalization and the need to protect national values, the development of the industry in which we think is one of the main demands of the time, as all sectors are in need of reform. In the former Soviet Union, it was not recognized that the economy's dependence on natural resources depends on natural or environmental laws and laws. Over the years, experts have begun to argue that the development of production is linked to a single nature, in particular environmental laws.

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Successful implementation of radical transformations and reforms in the life of the state and society requires first and foremost the training of young and initiative people with strong knowledge in the market economy and capable of understanding and analyzing the current domestic and foreign policy of Uzbekistan.

Another important aspect of the current policy of engineer-irrigated personnel is the training and placement of the most qualified specialists required for radical renewal of international relations. Effective use of science and technology, the training of highly qualified specialists and high quality, the success of the irrigation sector in the case of new opportunities can be achieved in the spirit of modern human resources policy.

In the field of irrigation, it is necessary to establish a system of search and attraction of qualified specialists, who are interested in the sphere. In such a system, more and more employees are

motivated by their level of competence, development and commitment to the industry. Indeed, the high performance of employees depends significantly on their qualifications and knowledge, and if staff are motivated enough, they will make a significant contribution to the success of the organization. Being able to organize the loyalty of their employees makes a significant contribution, otherwise high levels of personnel turnover can lead to serious losses. Thus, it is important to determine the extent to which an engineer-irrigator training system can influence employee motivation, their professionalism and competence, as well as their commitment to the organization and the results of their activities, either directly or indirectly. It is advisable to pay attention to the following features of the system of training of irrigating personnel in Uzbekistan:

- Employee incentives system based on individual results;
- Promoting staff in their work;
- High employment guarantee;
- In-house training (general, special, retraining, professional development);
- Career planning;
- Growth within the organization;
- Problem solving system;
- High level of incentives.

It is necessary to fill in, coordinate and systematize the innovative ideas and e-learning resources in the educational system of higher education institutions that train engineer-irrigated specialists. Creation of a new generation of electronic textbooks, expansion and enrichment of the system of distance learning is important in increasing the effectiveness of teaching and learning in higher education. Based on this, further work in this area is required.

It is necessary to radically reorganize electronic communications between the educational institutions. One of the main activities should be working with gifted students, coordinating the activities of young scientists, encouraging the development of innovative ideas and projects by them.

One of the most important factors is the gradual introduction of the effects of the scientific and technological revolution in the production processes in the field of irrigation, the development of science and technology as a direct production force of new technologies, which is the reason for the mass formation of highly qualified personnel.

It is important to send talented young people to training and internships at leading educational, research centers, firms abroad. Professional development policy, particularly for senior executives, includes vocational training, retraining and professional development, as well as professional and career promotion and career promotion. Identifying and describing individual elements of HR policy is of great practical importance in various organizations. But more deserving is not only descriptive, comparing methods and applying them all in organizations, but also delivering a more effective method. That is why the interest of researchers and practitioners in recent years has been influenced by the extent to which HR policies influence their competitive advantage and effectiveness. Irrigated personnel The modern personnel policy in the organization will be synergistic if the following minimum requirements are met. These are:



- The system of adaptation to external and internal labor markets is relatively well developed (individual career planning, staff training and retraining, promotion of staff rotation and professional growth);
- Availability of flexible work organization systems (quality hobby groups, autonomous working groups);
- Taking into account the fact that the remuneration system is based on the principles of comprehensive accounting of employee contribution (including employees' consideration) and the degree of professional component (knowledge and skills of the staff);
- Developing high levels of involvement of individual and working groups in the development and adoption of management decisions that affect day-to-day operations;
- The practice of transferring authority to those in charge;
- It is desirable to emphasize that an organizational communication system operates within the organization, providing multilateral and bilateral vertical, horizontal and diagonal communications.

Thus, it is gratifying that the policy of the Government of the Republic of Uzbekistan on training engineers and irrigators is implemented as a completely meaningful and democratic policy similar to the policy directions in the public and other spheres of public life.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00042.7**

## **DEVELOPMENT OF A TECHNOLOGY FOR THE PRODUCTION OF ALUMINUM-NICKEL CALCIUM CATALYST FOR STEAM CONVERSION OF NATURAL GAS**

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### **ABSTRACT**

*A technology has been developed for preparing a catalyst for primary reforming of natural gas of complex geometric shape, cylindrical with one hole and external grooves, by impregnating the support with a solution of nickel nitrate and aluminum nitrate at a ratio of  $\text{Ni}(\text{NO}_3)_2 : \text{Al}(\text{NO}_3)_3 = 3 : 1$ . The carrier was obtained from mixtures consisting of alumina, calcium hydroxide with the addition of wood flour or graphite. The residual methane content at  $700^\circ\text{C}$ , the space velocity of  $6000 \text{ g}^{-1}$ , the ratio of gas =  $(2.0 \div 2.2) : 1$  does not exceed 5-7%, and the mechanical crushing strength along the tertz is at least 18 MPa. The decrease in hydraulic resistance in the catalyst bed and the simultaneous increase in the geometric and specific surface of the catalyst granules can dramatically increase the performance of the units or while maintaining the gas load, reduce the cost of compression, significantly increase the service life of the reaction tubes. The GIAP-16 catalyst is more refractory than the GIAP-5 and 2 grades are produced: Grade A based on aluminum oxide and Grade B based on aluminum hydroxide. Production technology is reduced to the following operations.*

**KEYWORDS:** Catalyst, Carrier, Impregnation, Mixing, Moisture Capacity, Activity.

## INTRODUCTION

It is known [1] that the following supported catalysts are produced for the hydrocarbon conversion process: GIAP-3-6N, GIAP-8, GIAP-18, DKR-1, K-87, K-905, AKI-M, NIAP-03-01, KATASO 25-4Q, KATASO 25-57Q, RK-211, RK-20, R-67-7H Refor-Max 300 F<sub>H</sub> (G-90) and mixed type GIAP-16, GIAP-19.

Catalysts for the conversion of hydrocarbon gases are divided into two main groups: for primary reforming — endothermic, carried out in tube furnaces, and autothermal reforming, carried out in shaft converters.

GIAP-19 catalyst, prepared according to the method: mixing, was mainly used in tube furnaces  $\text{Al}_2\text{O}_3$  cBaO and calcium-aluminum cement (talyum), followed by mixing with a solution of nickel salts. The mixture is compacted, tableted and passes the stage of hydrothermal hardening and calcination at 3800C.

A known catalyst [2], a steam conversion of hydrocarbon gases consisting of oxides of nickel, calcium, aluminum, barium, etc. to work under pressure up to 50 kg / cm<sup>2</sup>.

There is no silicon compound in this catalyst, which distinguishes it from the GIAP-5 catalyst.

The GIAP-16 catalyst is more refractory than the GIAP-5 and 2 grades are produced: Grade A based on aluminum oxide and Grade B based on aluminum hydroxide. Production technology is reduced to the following operations. In hot pore condensate at 70-900C for 30 min. dissolve nickel nitrate and barium oxide for 15-20 minutes. In a screw mixer, dry mixing of metered amounts of nickel hydroxocarbonate, calcined magnesium oxide and hydroxide or aluminum oxide is carried out. Next, solutions of nickel nitrate and barium oxide enter the mixer and co-mixing is continued for another 50-60 minutes.

Mixed catalysts incorporate 23-26% NiO, which is 2-3 times more than in supported type catalysts. Mixed catalysts lose strength when heated in air above 8000C.

Due to the high nickel content and the method of its introduction, mixed catalysts to a greater extent lose their strength during reduction. The binding of nickel to an inactive form can occur both during cooking and during operation.

Due to these drawbacks, the average duration of mixed catalysts rarely exceeds 3 years. [3].

Therefore, to date, all major foreign firms use supported catalysts for hydrocarbon gas conversion processes.

Modern supported type catalysts contain 7.5-14% NiO on ceramic corundum supports made of  $\alpha$ - $\text{Al}_2\text{O}_3$  primenyaemogo in a clean video or with attachments osnovnogo character.

The catalyst is a non-ferrous type of fermented ferry. Weighted thermostabilny. Catalyst of firm "Haldor Topsoe" is made of spin coating on aluminum foil spinels. Nice, ispolzuemye firm "Johnhson Matthey" and "Sud-Chemic" are reliable calcium aluminum calcite.

Monoalluminate calcium  $\text{CaO} \cdot \text{Al}_2\text{O}_3$  can be obtained by dry method according to the technology of the Institute of Research Institute of Cement by reaction of limestone with alumina at 1480-15200C. The specific surface of calcium monoaluminate obtained by the dry method does not exceed 2-4m<sup>2</sup> / g, mechanical strength 200-230kg / cm<sup>2</sup>.

By treatment of calcium monoaluminate in various reaction media, carriers and adsorbents with a developed specific surface and high mechanical strength were obtained [4].

It has been shown that with hydration of calcium monoaluminate, the specific surface and mechanical strength will simultaneously increase.

Galumins obtained by hydration of calcium monoaluminate have a surface of up to  $260 \text{ m}^2 / \text{g}$ , however, there is no information on the thermal stability of hallumin at temperatures above  $1000-11000^\circ\text{C}$ .

The work [5] is devoted to the development and implementation of the production technology of corundum support with a bulk density of  $0.90 \div 0.98 \text{ kg} / \text{dm}^3$ , water absorption of 19-21.7%, mass fraction  $\text{Al}_2\text{O}_3 - 99,5-99,7\%$ .

The effect of the amount of the Ca-containing component, the method of conduct, and the heat treatment modes of the corundum catalyst support on its properties was studied. A corundum carrier with the addition of a Ca-containing component with the following properties was obtained: water absorption - 23-24%, compressive strength  $520 \div 680 \text{ kg} / \text{cm}^2$ , specific surface area  $-2\text{m}^2 / \text{g}$ . The starting material was alumina with a certain content of  $\alpha \text{ Al}_2\text{O}_3$  and aluminum hydroxide in the form of hydrogalite.

The introduction of CaO contributes to a significant increase in strength to  $500-600 \text{ kg} / \text{cm}^2$ , while water absorption is at the level of 22-24%, which is associated with the formation of calcium aluminates.

In 1980-1985. GIAP developed and tested pilot scale catalysts for mine conversion of hydrocarbons. GIAP-29 and GIAP-30 gases [6].

Alumina with the addition of 7% wood flour and a binder solution was used to prepare the carrier. The binder solution is prepared from a mixture of nitric acid aqueous calcium (10%), nitric acid with a concentration of 45-47% (14%) and condensate (14-7%).

Calcination temperature  $1300-13800^\circ\text{C}$ , the duration of calcination was 4 hours.

The calcined support of the GIAP-29/30 catalyst contains corundum ( $\alpha\text{-Al}_2\text{O}_3$ ), 0.25% CaO, 0.14% TiO, 0.21% SiO<sub>2</sub>, 0.20% Fe<sub>2</sub>O<sub>3</sub>, Na<sub>2</sub>O and K<sub>2</sub>O.

The decrease in hydraulic resistance in the catalyst bed and the simultaneous increase in the geometric and specific surface of the catalyst granules can dramatically increase the performance of the units or while maintaining the gas load, reduce the cost of compression, significantly increase the service life of the reaction tubes. Therefore, supported catalysts of complex geometric shapes — multi-hole cylinders with a number of holes from 4 to 7, single-hole cylinders with external grooves, four-hole cylinders with external grooves, etc. are the most effective and promising.

An analysis of the literature on the carriers and catalysts of primary rhyming showed that corundum modified with calcium and magnesium additives is mainly used as a carrier. Additives form spinel calcium aluminates and magnesium aluminates with alumina.

In Uzbekistan, Maxam-Chirchik JSC and Ferganaazot JSC operate large units for the production of ammonia type AM-76.

As a catalyst for primary rhyming, imported catalysts from Clariant (Sud-Chemic), Jonhson Matthey, and Haldor Topsoe are used.

Mid-temperature, low-temperature, and high-temperature catalysts of the OXK-02, HTK-44, ГИАП-8 brands are produced in the catalyst factory of Maxam-Chirchik JSC.

The aim of the work was to develop our own technology for the production of mechanically strong, active and stable catalyst for the primary reforming of the steam reforming of natural gas.

## METHODS AND MATERIALS

The raw materials for the preparation of carriers used are GOST 30559-98 alumina, TU-6-18-75-75 calcium hydroxide, graphite, wood flour, nickel nitrate and aluminum.

The activity of the synthesized catalysts was determined by the method of TU 113-03-313-85, mechanical strength by the method of Tsh 6.367-99, moisture capacity by the method "Collection of test methods of the catalyst GIAP-8 (MVI No. 7) Gas analyzes on the chromatograph LHM-8MD".

## RESULTS AND DISCUSSION

Mixes of carriers prepared from alumina, calcium hydroxide with the addition of wood flour or graphite. Calcium hydroxide was dissolved in nitric acid at a concentration of 56% and mixed with alumina with the addition of wood flour. Table 1 presents the composition of the mixtures of carriers.

The carriers were prepared by pressing in a screw extruder. Dies were installed in the extruder with one hole, with five and seven holes with a smooth surface and with one hole with outer grooves. The outer diameter of the carriers is 19 mm, the diameter of the holes is multi-hole-3 mm, single-hole 6 and  $7 \pm 1$  mm.

**TABLE 1 THE RESULTS OF DETERMINING THE FORMABILITY OF CARRIERS IN A SCREW EXTRUDER DEPENDING ON THE COMPOSITION OF THE BATCH**

№	Composition Replacement%						Formability
	Глинозем, кг	Ca(OH) <sub>2</sub> kg	Древес flour, kg	Графит kg	HNO <sub>3</sub> 20% mass, dm <sup>3</sup>	Пластиф. 10% rast. urea, dm <sup>3</sup>	
1	45	5	5	-	12	-	different
2	45	5	-	1,5	12	-	
3	47,5	2,5	-	1,5	11	0,25	Good
4	80+30Al(OH) <sub>3</sub>	5	2.5	-	12	-	good
5	20+30 Al(OH) <sub>3</sub>	2,5 in the form of a solution	2,5	-	12	-	good
6	95,0	5,0+15dm <sup>3</sup> 56% HNO <sub>3</sub>	6,0	-	5	-	good

The first 6 batches molded in the screw press were dried and calcined in a shaft piercing furnace at a temperature of 1280-13000C for 14 hours.

The same molded granules were additionally calcined at 14000C.

Calcined carrier samples tested for mechanical strength and moisture capacity.

The results are presented in table 2.

**TABLE 2.COMPARATIVE CHARACTERISTICS OF FINISHED MEDIA**

№	Calcination temperature, °C	The geometric shape of the granules	Mechanical strength kg / cm <sup>2</sup>	Moisture content percent	Catalization	
					JonhsonM atthey	НИАП
1	1280-1300	5 holes	156	25,6	4 holes	7 holes
2	1280-1300	7 holes	91	20,8	142,0 kg/sm <sup>2</sup>	158kg/s m <sup>2</sup>
3	1280-1300	1 hole with ditches	91	22,0		
4	1280-1300	1 hole with ditches	188	17,5	162 kg/sm <sup>2</sup>	
5	1280-1300	1 holes with smooth	117	16		
		5 holes	115	22,2		
	1400	5 holes	106	Not identified		
6	1400	7 holes	178	Not identified		
7	1400	1 holes with smooth	61	Not identified		
8	1400	1 hole with grooves	118			

Mix 6 was prepared using the following technology: 5 kg of Ca (OH) 2 containing 3.9% Mg ++ was dissolved in 15 dm<sup>3</sup> of nitric acid with a concentration of 56%. 95 kg of ground alumina was loaded into the mixer and mixed with a solution of Ca (NO<sub>3</sub>) 2 by adding 5 dm<sup>3</sup> of 20% nitric acid. Then added 6 kg pre-soaked wood flour. After stirring for 2 hours, the mass was molded through a single-hole die with outer grooves.

The formed granules after drying at ambient temperature (without drying in the drying and drying chamber) were loaded into a shaft piercing furnace. The calcination temperature in the lower zone of the furnace was 1380-1400 ° C, the duration of calcination at the reached temperature was 14 hours.

The calcined granules of the carrier with one hole and with external grooves are tested for mechanical strength and moisture capacity. The results are shown in table 2 (No. 4). The mechanical strength at crushing at the end is 188 kg / cm<sup>2</sup>, the moisture capacity is 17.5%. It should be noted that to increase the moisture capacity up to 20-24%, it is necessary to increase the amount of wood flour to 11-13%.

The catalysts were prepared from carriers No. 3,4,5 (table 2). Carrier No. 3 was impregnated with a mixed solution of nickel nitrate and aluminum nitrate at a ratio of Ni (NO<sub>3</sub>) 2: Al (NO<sub>3</sub>) 3 = 3: 1.

The mass concentration of Ni (NO<sub>3</sub>) 2 at the first impregnation was 480 g / dm<sup>3</sup>.

The impregnation was carried out for 1 hour by immersion of the carrier granules in a solution of nickel nitrate. The carrier impregnated with nickel nitrate was separated from the solution and dried in an oven for 4 hours at a temperature of 60 ° C per hour.



With a solution with a concentration of 405 g / dm<sup>3</sup>, a second impregnation was also carried out within 1 hour after drying at 250-300 ° C and calcined at 500 ° C for 4 hours.

Carrier No. 5 was subjected to triple impregnation with a mixed solution with a mass concentration of Ni (NO<sub>3</sub>) 2,480 g / dm<sup>3</sup>. The solution contained Al (NO<sub>3</sub>) 3 and Ca (NO<sub>3</sub>) 2 in the ratio:

Ni(NO<sub>3</sub>)<sub>2</sub>: Al(NO<sub>3</sub>)<sub>3</sub>: Ca(NO<sub>3</sub>)<sub>2</sub>=3:1:0,03 The duration of each impregnation is 1 hour, the drying temperature is 250-300 ° C, the drying time is 4 hours. Calcination at 500 ° C for 4 hours.

Carrier No. 4 was also subjected to triple impregnation with a mixed solution of Ni (NO<sub>3</sub>) 2 concentration = 480 g / dm<sup>3</sup>. The impregnating solution contains 160g / dm<sup>3</sup> of aluminum nitrate and 3g / dm<sup>3</sup> of calcium nitrate. Drying at 250-300 ° C for 4 hours, calcination 500 ° C also for 4 hours.

Activity was determined at a temperature of 500 and 700 ° C for 7 hours, taking a sample of the converted gas for analysis every hour.

Before determining the activity, the catalyst was reduced in a stream of hydrogen at a temperature of 500 ° C for 2 hours.

The results of the activity test are presented in table 3.

**TABLE 3. PRIMARY REFORMING CATALYST ACTIVITY TEST RESULTS**

Catazator	Compositio n media replacemen t	Moisture capacity %	Mechanic strength kg / cm <sup>2</sup>	Activity			
				Gas at the inlet of the reactor, P: G	Gas at the outlet of the reactor,% vol.		
1	2	3	4	5	6		
500 <sup>0</sup> C							
NO-8.6% thrice saturated	Alumina, HNO <sub>3</sub>	16	117	2,0÷2,2/1	39,24		
					35,4	2,34	14,22
					37,32	2,02	14,51
					36,12	2,81	14,15
					34,58	2,38	14,3
					36,22	1,88	14,94
					40,89	2,89	14,3
					Cp	2,6	13,37
					37,12		
700 <sup>0</sup> C							
					7,4		
					7,24	19,99	5,9
					9,56	18,91	7,97
					5,24	19,84	6,76
					4,78	18,47	9,1
					8,25	16,89	7,82
					7,71	16,89	7,54
					Cp	16,53	8,61
					7,17		

<b>800<sup>0</sup>C</b>							
					2,24 2,70 2,62 Cp 2,52	22,37 21,94 24,97	5,48 6,12 3,27
<b>500<sup>0</sup>C</b>							
	Alumina	22	91	2,0:2,2/1	37,8	2,02	13,09
NiO-9% double impregnated	CaO-3% wood flour-5%, HNO <sub>3</sub>				36,5 36,23 39,52 38,48 Cp. 37,7	2,16 - 2,09 2,02	14,5 14,44 14,09 13,66
<b>800<sup>0</sup>C</b>							
					11,23 0,3 0,46 0,31 Cp. 0,575	18,6 19,34 20,86 21,51	4,98 4,69 3,7 4,69
<b>500<sup>0</sup>C</b>							
NiO-9.7% thrice saturated	Alumina Solution Ca(NO <sub>3</sub> ) <sub>2</sub> based 4%CaO, wood flour - 6% HNO <sub>3</sub>	18	188	2.0÷2,2/1	35,3 35,3 32,7 30,7 31,6 32,1 32,1 Cp. 32,8	2,0 2,2 1,9 1,8 2,0 1,8 1,8	12,8 13,9 14,8 15,4 14,8 14,7 15,1
<b>700<sup>0</sup>C</b>							
					3,4 3,4 4,1 3,8 3,3 5,0 2,5 Cp. 3,7	17,0 17,0 18,1 17,5 17,6 18,7 16,4	9,3 9,3 7,8 8,3 6,3 7,3 9,8

As follows from the data obtained, all prepared catalysts provide the conversion of natural gas. The degree of conversion is on average -63% at 500 ° C, 93% at 700 ° C and 99.4 / 99.5% at 800 ° C.

A comparison of the concentrations of CO and CO<sub>2</sub> at the outlet of the reactor shows that at 500 ° C the endothermic conversion of natural gas predominantly proceeds by reaction.  $\text{CH}_4 + 2\text{H}_2\text{O} \leftrightarrow \text{CO}_2 + 4\text{H}_2 - Q$ .

Comparison of the activity of the catalysts obtained by us with catalysts of foreign companies shows that the prepared catalysts are not inferior in activity to the known catalysts for primary reforming of natural gas.

**TABLE 4 THE ACTIVITY OF DEVELOPED AND FOREIGN REFORMING CATALYSTS**

producers	Angarsk Russia	Dorogobuzh Russia	NIAP Russia	Jon. Matt	Hold Top- soe	SuedChem	Chirchik Uzbekistan
rest CH <sub>4</sub> % while 700°C	4 while 800°C	10,4-10,7	3,3while 800°C	10,5	10,45	9,4	9,56

The results of testing the activity of the developed catalysts were compared with the data of the operating unit AM-76 AO Maxam Chirchik.

The HOLDOR TOPSOE AS catalyst (Denmark) is loaded into the tube furnace with a GIAP -8 refill. At a temperature in the tubes of 840 ° C, the residual methane content is 6-7% vol., CO-10.8% vol. And CO<sub>2</sub> - 8% vol.

This comparison once again confirms the opinion that the developed catalysts in terms of activity meet the requirements of the primary endothermic reforming catalyst.

In the known supported primary reforming catalysts, the NiO content varies from 6% (Angarsk), 10% (Dorogobuzh) to 12% (Sud Chemie - Clariant).

The developed catalysts contain 8.6-12.9% NiO, depending on the moisture capacity and the number of carrier impregnations. It is seen that with a moisture capacity of 16% by three-time impregnation, 8.6% NiO can be applied, and with a moisture capacity of 22% by two-time impregnation, a NiO concentration of 9% is achieved. In samples having a moisture capacity of 18%, three-time impregnation achieved a concentration of NiO-9% /

The moisture capacity of the carrier can be controlled by increasing the amount of added wood flour or other blowing agent, as well as by maintaining the calcination temperature below the sintering temperature of the macropores.

The production experience of the GIAP-8 catalyst on an alumina carrier with the addition of 10-12% wood flour and calcination in a shaft tube furnace fully confirms the above situation.

Thus, based on a review of the literature and research results, the following technology for the preparation of a catalyst for primary reforming of hydrocarbon gases is proposed:

The carrier is prepared from alumina, wood flour, nitric acid by adding a Ca (NO<sub>3</sub>)<sub>2</sub> binder solution based on the content of 3-5% by weight of CaO in the finished carrier.

The carrier is dried, dried at 100-1300C and calcined at a temperature of 1300-13600C with a gradual rise in temperature.

The carrier is impregnated with a mixed solution of  $\text{NiNO}_3$  and  $\text{Al}(\text{NO}_3)_3$  at a ratio of 3: 1.

The concentration of  $\text{NiNO}_3$  in the impregnating solution is 480 g / dm<sup>3</sup>. A binder solution is added to the impregnation solution based on the content of 0.3%  $\text{CaO}$ .

The impregnation is carried out with a hot mixed solution at a temperature of 800C for 2 hours.

The number of impregnations is 2-3, depending on the moisture capacity of the carrier.

Drying of the catalyst after each impregnation is carried out at 250-3000C and calcination at a temperature of 5000C for 4 hours.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00043.9**

## **PHILOSOPHICAL AND MORAL SIGNIFICANCE OF IBN'S WORK "AL-ADAB AL-KABIR"**

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### **ABSTRACT**

*The article explains the importance of socia-political ideas in the work " Al-adab al-kabir " by VIII century thinker Ibn Mukaffa . The work is translated from the Arabic and is researched the scientist's ideas about a just ruler. The cure for this disease is to improve the lives of soldiers, free them from anxiety, and give them a good salary at the right time. The main defect of tax collectors is to plunder and oppress the people. The promotion of tax laws for the treatment of this malady is to educate every member of the society on this area and thereby eliminate the object of grief. In this context, the need for the study of Eastern philosophy and culture and their philosophical and hermeneutic analysis has been increasing in recent years. Orientalists are one of the main tasks we have today: to translate the unique manuscripts stored in the manuscripts of the country into the native language by translating them into the native language. During the Abbasid caliphates, Ibn Muqaffa translated the book Kalila and Dimna from ancient Pahlavi to Arabic. In addition to his interpretive activities, the thinker himself has written a number of unique works, the most famous of which are the Al-hab al-kabir (The Great Book of Ethics) and Al-literature al-saghir. )<sup>1</sup>. If you see your friend talking to your enemies, don't worry. Because if he is faithful to you, you will know the intentions of your opponent and will keep you from evil. If your friend is not trustworthy, you can deal with him in any case. Know that your friends and brothers are the beneficiaries of this world. To summarize, Ibn Muqaffa's claim that political governance cannot be achieved through the separation of moral and spiritual principles through the work of al-literature al-kabir, while a person seeking to govern the state, while acquiring political and military secrets, is certainly morally and spiritually mature.*

**KEYWORDS:** Adab, Society, Just Ruler, Management Art, People, Friendship, Justice, Moral Categories

## INTRODUCTION

In today's globalization, we are aware of many threats to the spiritual and moral sphere, and many decisions and decrees on the development of the spiritual and educational sphere are being adopted in order to form the ideological immunity to these threats. The strategy of action on the five priority directions of development of the Republic of Uzbekistan, adopted by the Honorable President Shavkat Mirziyoev on February 7, 2017, also highlights the importance of improving the effectiveness of spiritual and educational work. In this context, the need for the study of Eastern philosophy and culture and their philosophical and hermeneutic analysis has been increasing in recent years. Orientalists are one of the main tasks we have today: to translate the unique manuscripts stored in the manuscripts of the country into the native language by translating them into the native language.

In the doctrines and works of the scholars of the Islamic world, in their teachings and works, they have focused on the issue of spiritual heritage and the need to study the unique works and ideas that our ancestors have left us. One of them is Abu Muhammad Abdullah bin Muqaffa, who lived and worked in the Arab Caliphate in the eighth century. He was a Persian philosopher (106-142 AH, 724-759 CE), whose real Persian name was Rozbeeh bin Dado, who converted to Islam after accepting Islam.

Despite having lived for more than 30 years, Ibn Muqaffa has written a number of works that, in this short period, have perpetuated his name throughout the history of philosophical and literary worldview. Ibn Muqaffa was proficient in Persian, as well as Arabic, and studied and analyzed the literary and philosophical books in Arabic. He translated the works of the great Greek philosopher Aristotle from "Persian" and "Analytica". During the Abbasid caliphates, Ibn Muqaffa translated the book Kalila and Dimna from ancient Pahlavi to Arabic. In addition to his interpretive activities, the thinker himself has written a number of unique works, the most famous of which are the Al-hab al-kabir (The Great Book of Ethics) and Al-literature al-saghir.<sup>1)</sup>

Ibn Muqaffa's Al-habhab al-kabir (The Great Book of Ethics) - (الأدب الكبير) His work is philosophical, ethical, social, political, and governance, in which the philosopher explores various aspects of life and offers valuable conclusions and suggestions on these issues. The first part of the work is entitled "The Ethics of the Sultans" and discusses the qualities that governors need for government. In particular, he writes: *إِذَا عَرَفْتَ نَفْسَكَ مِنَ الْوَالِي بِمَنْزِلَةِ الثَّقَةِ، فَاعْزِلْ عَنْهُ كَلَامَ الْمَلِكِ، وَلَا تَكْثُرَنَّ مِنَ الدَّعَاءِ لَهُ فِي كُلِّ كَلِمَةٍ. فَإِنَّ ذَلِكَ شَبِيهَةٌ بِالْوَحْشَةِ وَالْغُرْبَةِ، إِلَّا أَنْ تَكْلِمَهُ عَلَى رُؤُوسِ النَّاسِ، فَلَا تَأَلَّ عَمَّا عَظَّمَهُ وَوَقَّرَهُ. لَا يَعْرِفَنَّ الْوَلَاةَ بِالْهَوَى فِي بَلَدٍ مِنَ الْبُلْدَانِ، وَلَا قَبِيلَةً مِنَ الْقَبَائِلِ، فَيُوشِكُ أَنْ تَحْتَاجَ فِيهِمَا إِلَى حِكَايَةٍ أَوْ شَهَادَةٍ، فَتَنْتَهُمَ فِي ذَلِكَ. فَإِذَا أَرَدْتَ أَنْ يُقْبَلَ قَوْلُكَ فَصَحِّحْ رَأْيَكَ وَلَا تَتَّبِعْهُ بِشَيْءٍ مِنَ الْهَوَى. فَإِنَّ الرَّأْيَ الصَّحِيحَ يَقْبَلُهُ مِنْكَ الْعَدُوُّ، وَالْهَوَى يَرُدُّهُ عَلَيْكَ الْوَلَدُ وَالصَّدِيقُ.*

If you consider yourself to be trustworthy in your ruler, you must refrain from showing disrespect and flattery, and do not overdo your prayers and supplications in every word. It's like anxiety and alienation. But when talking to the leaders of the people, do not be ashamed of your words, honor them and respect them. No authority in any tribe or state can be enough for you to recognize others. In this case you will not be able to trust the people, you will be accused of mismanagement and mismanagement. Therefore, if you want your speech to be accepted, correct your thinking and do not mix it with strange or strange things. When your mind is right and healthy, even your enemy will accept it. Both your child and a close friend reject the idea.



Ibn Muqaffa argues that it is not appropriate for the heads of states to perform their duties, to do their best to improve the lives of the people, to have a good life, to have fun and have fun.

The work of al-literature al-kabir is a work that encourages the study and analysis of ancient wisdom and its use in the development of society. This work is a guide to rulers, with valuable insights into the art of sovereignty. Ibn Muqaffa, in his book Al-adab al-kabir, emphasizes the importance of religious leaders for strengthening the ruler's power. In particular, Ibn Muqaffa makes the following statement:

اعْرِفْ الْفَضْلَ فِي أَهْلِ الدِّينِ وَالْمُرَّةَ فِي كُلِّ حُورَةٍ وَفَرِيَّةٍ وَقَبِيلَةٍ. فليكونوا هم إخوانك وأعدائك وأصفياءك و  
بطانتك وطفائك وثقاتك وخطائك.

Make sure that in every province, village and tribe there is a great respect for the clergy. Make them your brothers, your close supporters, your close and true friends, your trustworthy people.

Ibn Muqaffa points out that good relations between rulers and religious leaders are one of the main characteristics of strong government. In his view, the mistreatment of the ruler by religious scholars is one of the main factors contributing to the growing hostility of the people to their sultan, which in turn weakens the power.

Ibn Muqaffa seeks to explain the art of ruling as an activity that is closely linked to ethical principles. He gives valuable insights on the harm that hurts the powers of the ruler, such as rush, anger, hatred, materialism, and arrogance, which will cause the government to crack:

وإياك – إذا كنت والياً – أن يكون من شأنك حب المدح والتذكية، وأن يعرف الناس ذلك منك! فتكون ثلماً من الثلث  
يتقحمون عليك منها، و باباً يفتتحونك منه، و غيبة يغتابونك بها و يضحكون منك لها. اعلم أن قابل المدح كمدح نفسه. و  
المرء جدير أن يكون حُبُّه المدح هو الذي يحمله على رده. فإن الراد محمود، و القابل له معيب.

If you are a ruler and you love praise and admiration and your people find out !!! There will be a crack in their confidence in you, and various slanderous words will spread around you and people will laugh at you. Know that praise is like the one who commends himself. The earth that does not praise it and seeks to reject it deserves real praise. Therefore, the one who rejects praise is a worthy person in the true sense of the word, the one who accepts praise, and the one who accepts praise is a defective person with a defective character.

One of the issues that intrigues the author in the work of al-literature al-kabir is the idea of friendship. Ibn Muqaffa gives valuable insights on the essence of friendship, its benefits and conditions for human activities: Give your soul, blood and wealth for a true friend, because a true friend is always ready to donate to you. If you see your friend talking to your enemies, don't worry. Because if he is faithful to you, you will know the intentions of your opponent and will keep you from evil. If your friend is not trustworthy, you can deal with him in any case. Know that your friends and brothers are the beneficiaries of this world. They are the embellishments of prosperity, the instrument of strength, and the enablers of human life and destiny. But it is better to be lonely than to join the wrong people. Whoever does not follow this advice will have many bad friends, and an evil friend will do more harm than an enemy. Even if your friend has done something wrong, never abandon him and always respect and honor him. Your friend is not a slave to you, you can keep him with you whenever you want, or he is not a woman. Your friend is your honor and your honor. The fame of a man is his friends and brothers. If people find out that you have lost a friendship with one of your friends, this message is considered by many to be a betrayal of friendship. Because people just listen to the accusation and ignore the justification. When Ibn Muqaffa reflects on the idea of friendship, he emphasizes the socio-

philosophical significance of the idea. Through his work, Ibn Muqaffa analyzes various socio-economic problems in society and seeks specific solutions to them. The thinker calls on civil servants to be morally and ethically perfect, and to get rid of the impediments to the development of society. In particular, Ibn Muqaffa touched upon the illnesses and illnesses of the officials and high-ranking officials, and described their social consequences and ways of eliminating them. To prevent this disease, it is necessary to bring together legal scholars, to establish a perfect system of laws, and to organize their activities accordingly. The sickness of the soldiers protecting the state is related to the heart and the pocket. As a result of this disease, the soldiers' appetite for bribes increases. The cure for this disease is to improve the lives of soldiers, free them from anxiety, and give them a good salary at the right time. The main defect of tax collectors is to plunder and oppress the people. The promotion of tax laws for the treatment of this malady is to educate every member of the society on this area and thereby eliminate the object of grief.

This book by Ibn Muqaffa is full of philosophical considerations, and the scholar's views on the art of ruling, politics, and friendship were later reflected in the teachings of philosophers such as Al-Farabi and Ibn Sina.

Although the work of al-adab al-kabir was written in the eighth century, taking into account the political and political environment of the time, it provides valuable insights into the management of society and state systems. In his work, the author clearly and consistently demonstrates the importance of the role of government advisers in public administration, and the extent to which they influence policy-making.

To summarize, Ibn Muqaffa's claim that political governance cannot be achieved through the separation of moral and spiritual principles through the work of al-literature al-kabir, while a person seeking to govern the state, while acquiring political and military secrets, is certainly morally and spiritually mature. emphasizes the need to be human. For this reason, the insights, recommendations and advice contained in the book play an important role in nurturing a person as a worthy member of society and in his spiritual development.

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00044.0**

## **TRENDS IN THE DEVELOPMENT OF TRADITIONAL AND VISITING TOURISM IN THE WORLD MARKETS**

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### **ABSTRACT**

*Visit the traditional and tourism industry development trends. Trends in the development of traditional and pilgrimage tourism. In this article, we talk about the fact that international tourism in the modern world is part of the global economy and a rapidly growing industry. Also the tourism sector of Uzbekistan is switching to the global scale and adequately representing our country in the world tourism. In addition, it must meet all international requirements in the field of international tourism. While short-term tourist trips in North America, urban travel, have shown significant growth, the Asia-Pacific has suffered a slight decline. According to experts, this year, 2018 will be the year of forecasting and significant changes. Socio-economic, historical, cultural and geographical features of the territory are the reason of the disproportions in the development of tourist routes in the regions. Many countries around the world have significant economic growth opportunities by exporting tourism services. This, in turn, creates international competition in the tourism sector (Table 1). In North America, tourism's contribution to GDP increased by 2.3% in 2018. The US remains a major contributor to tourism in the region, with 83% (and 18% of the global share) of the North American tourism sector. Germany, for its part, is one of the most popular destinations in Europe for Muslim travelers. While their travel routines are primarily long-distance travel, the next destination is recreational and commercial travel. 10% of all trips are for religious purposes or for pilgrimage.*

**KEYWORDS:** Pilgrimage Tourism, Diversification, Entrepreneurship, Coordination, Standards, Cooperation, Experience, Regulation.

## INTRODUCTION

Today, tourism is an important part of the global economy, and the world is making a significant contribution to the eradication of social and economic abundance. According to the World Tourism Organization, the global tourism industry in 2018 will reach \$ 8.8 trillion, ie 10.4% of GDP, \$ 1.5 trillion of total exports - 6.5% of total exports. democracies) and 319 million jobs (one in every 10 people working in tourism). Over the past five years, five out of five global business practices have been destroyed in the tourism industry. Experts believe that within 10 years, the body is about to lose 100 million additional jobs in the tourism industry. Tourism is considered as the main source of employment in the economically important countries. 71% of all job losses in Greece, 60% in Portugal and 47% in the UAE account for this sector. In 2018, international tourists totaled 1.4 billion tenge, and this figure is expected to reach 2,2 billion by 2027. Tourism is now the second fastest growing sector in the world, with a growth of 3.9% in 2018 (growth in the manufacturing industry has grown 4.0%). In the aftermath of flour mills, the bearded sword (+ 3.1%), information technology (+ 1.7%) and financial services (+ 1.7%) dominated. In 2018, the global economic growth was 3.2%, but this indicator was the highest in the tourism sector. The 2018 Yining Yogurt Bookcase has grown by 6% worldwide, with the global tourism industry gaining popularity in the history of the global tourism industry. In traditional tourist destinations, it is possible to see that along with the recent rains, tourists are also developing new tourist destinations. Development of travel in all regions is the main factor, with an average of 7% growth. Shundegek, the beach adventure, has been on the rise, and even the city has been supporting the city's trips. While short-term tourist trips in North America, urban travel, have shown significant growth, the Asia-Pacific has suffered a slight decline. According to experts, this year, 2018 will be the year of forecasting and significant changes. Socio-economic, historical, cultural and geographical features of the territory are the reason of the disproportions in the development of tourist routes in the regions. In Europe, cross-country tourism 2018 showed a 6% increase in recovery. Sweden, Russia, Italy, Germany, Austria, as well as Poland, are the main contributors to the development of tourist markets in Poland, as well as the development of tourist infrastructure in Turkey and Greece and the development of tourism attractiveness for European tourists. Forecasts for 2019 are expected to be high, with a surge in sales. European tourists will earn \$ 495.6 billion a year. USD (2017 yr) spend. The Germans occupy the first place in Europe and third in the world. Great Britain, France is one of the top five most expensive tourist destinations in the world (Figure 1).<sup>1</sup>

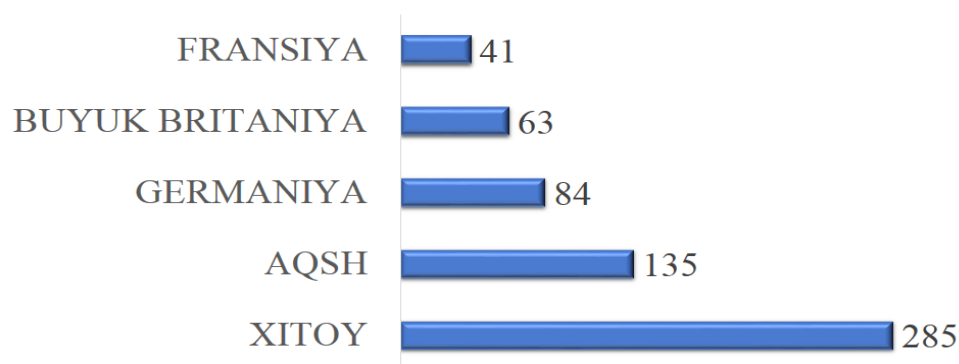


Figure 1. Tourists from the top 5 countries, billion US Dollars (2017)

Asia and Latin America have the highest growth rates in international travel. Also, the growth of Asian tourists by 8% in the first eight months of 2018 is one of the key drivers of international travel growth. Asia and the Pacific have been the strongest region in terms of tourism growth in 2018. There is a significant increase in tourist flow to traditional resorts such as Thailand, Vietnam, Malaysia, Cambodia and Laos. Looking at Asian tourist markets, China has been a major growth factor in the region with the highest 13% growth in outbound tourism. It should be noted that China accounted for almost a quarter of global tourism growth last year

International travel by North and Latin American tourists increased by 5% in the first eight months of 2018. By comparison, Latin American travel was significantly stronger (over 8%), and North American travel increased by 4%. After the US recession last year, outbound tourism grew by 7% this year, Canada has seen a decline in this. Chilean travelers increased their travel abroad by 8%. This was a 2% increase in Mexico. The outlook for 2019 is very positive for North and Latin America, with the number of tourists expected to grow by 8%. One of the fastest growing tourism segments in North America (mainly in the US) in recent years is cruise tours. Although this segment generally has little share in world tourism, this type of travel is twice as high as other travel destinations. The USA is the largest source of world tourism market by the number of tourists. It is followed by China, the UK and Germany. The beaches of these four countries account for 35% of the world's tourists. Spain, Germany and France are the most popular destinations for US tourists. Many countries around the world have significant economic growth opportunities by exporting tourism services. This, in turn, creates international competition in the tourism sector (Table 1). In North America, tourism's contribution to GDP increased by 2.3% in 2018. The US remains a major contributor to tourism in the region, with 83% (and 18% of the global share) of the North American tourism sector.

**TABLE 1. THE SHARE OF TOURISM IN THE ECONOMY, BY REGION**

Regions	Tourism share in GDP,	Population employed in the tourism sector, mln. people	Growth of tourism in GDP as a percentage of 2018 compared to the previous year
America	\$ 2.3 trillion	44,2	2,3
Asia Pacific	\$ 2.9 trillion dollars	179,6	6,4
Africa	\$ 194 billion	24,3	5,6
Europe	\$ 2.2 trillion	36,7	3,1
Middle East	\$ 237 billion	5,4	0,6
Total	\$ 7.8 trillion	290,2	-

Source: Travel & Tourism Economic Impact 2019. P.11.

The share of The growth of 2.2% in the United States was mainly due to the domestic market, with foreign tourists falling by 1%. The decline in incomes is due to the strengthening of the dollar against many other currencies, as well as increased international tourists' visits to the key markets of Germany and Asia (China, South). The decrease in the number of international visits from China in 2018 is partly due to the deterioration of trade links between the two countries.

In Latin America, tourism grew by 2.4% in 2018, almost double the region's overall economic growth. The main factors in the development of tourism were the devaluation of the national currency (for example Argentina), visa facilitation (for example Brazil) and opening by some countries (eg Ecuador) for foreign airlines. Ecuadorian tourism is also the fastest growing region



with a 21.6% growth, with the highest tourism potential in Brazil, Colombia and Peru. 2.1% growth in tourism in the Caribbean is associated with post-storm recovery. Europeans' trip to cities has more than doubled between 2007 and 2017, while out-of-town trips in North America have tripled in the last decade. This may be explained by differences in lifestyle in the regions.

One of the high-growth tourist segments is tourism. Muslims are expanding into the fastest growing tourism class in the world and the middle class with high purchasing power. Muslims also have common values that are much stronger than those of other communities who meet their needs. By 2030, Muslim tourism is expected to increase 25% of the world's population and the fastest growing number in the world. In some Muslim countries, a wealthy middle class is emerging because of its purchasing power and an increase in new customers. According to the data, the share of Muslim tourists in international tourism is increasing. The vast majority of Muslim travelers travel to countries where the majority of the population is Muslim, including 60% in Asia (along with the Middle East). Germany, for its part, is one of the most popular destinations in Europe for Muslim travelers. While their travel routines are primarily long-distance travel, the next destination is recreational and commercial travel. 10% of all trips are for religious purposes or for pilgrimage. Although the number of Muslim travelers is growing at a high rate, the average percentage of female travelers has not increased. Muslim travelers are quite young and 75% are between the ages of 25 and 44. Most of them are educated with higher education.

Activities of Muslim travelers; is to visit cities or make purchases while traveling, paying more attention to sights and museums.

For Muslim travelers, halal requirements are important in visiting tourism. On this, Fazal Baxardin, Managing Director of Crescent Rating - a leading global expert on honest tourism - said, "Muslims are of a shared value that is stronger than any other community, regardless of their ethnicity." The concept of halal applies to anything that is consistent with traditional Islamic law. In the field of tourism, it is understood to meet certain faith-based needs, such as cooking properly under halal rules, eating time during Ramadan, opening mosques, providing men and women with pools, and offering entertainment programs for Muslims. It should be noted that the first step in the development of pilgrimage tourism in the Republic was made. On the initiative of President of the Republic of Uzbekistan Shavkat Mirziyoev, for the first time in Uzbekistan on February 21-23, 2019, the first international tourism forum was held in Bukhara. This, in turn, will be a solid basis for the development of international tourism in our country. In this article, the role and features of pilgrimage tourism in the development of international tourism in Uzbekistan, the establishment and development of tourism relations with international organizations and foreign countries in our country, to increase the inflow of tourists into our country, to create all conditions for tourist services, to improve the quality and culture of services; - Relationship with tourist safety, organization and development of tourism industry, training in the field regulatory and organizational and economic aspects.

## CONCLUSION:

From the foregoing, it can be said that Uzbekistan also offers a great opportunity to pay special attention to the rapidly developing tourism sector. Short-term travels, urban tourism, gastronomic tourism and pilgrimage tourism are among the main areas of Uzbek tourism. Approved by the Presidential Decree of February 7, 2017 In the Strategy of Action on the five priority areas of development of the Republic of Uzbekistan, the accelerated development of the tourism industry,



increasing its role and share in the economy, diversification and quality of tourism services, expansion of tourism infrastructure with the aim of enhancing its competitiveness through modernization and diversification of the leading sectors of the national economy. checked.

Uzbekistan is geographically located for world tourism. Central Asia, which is the crossroads of the Great Silk Road, is the center of the modern Middle East, Southeast Asia, where tourism is developing. This factor can make short-term transit trips for tourists. By connecting the international corridors of Uzbekistan with the countries of Southeast Asia and the Middle East, a large number of tourists can be attracted. Uzbekistan is a country rich in historical and cultural monuments. Of the more than 7200 cultural sites, about 200 are on the UNESCO list. This gives Uzbek tourism a special charm. Certainly, the construction of modern cities along with the historical city will increase the tourist coverage. As the tourist flow increases, the tourism industry is also developing and new tourist services are emerging. Increasing tourism services will help to meet tourism demand and increase tourism revenue. These include the development of urban infrastructure, the construction of hotels of various categories, the increase of intercity transport, the improvement of restaurant and dining services, the development of assortment of goods for tourist purchases, and the expansion of recreational camps. Uzbekistan is unique in its nature. Therefore, it is necessary to effectively use this opportunity to improve the tourism infrastructure and increase its economic profitability. The richness of our country's religious monuments, one of the historically developed regions of Islam, offers the opportunity to successfully develop pilgrimage tourism. Today, many tourists from Muslim countries such as Malaysia, Indonesia, Pakistan, Saudi Arabia, Afghanistan, Turkey, the United Arab Emirates, and Central Asian countries have the sole purpose of visiting, getting acquainted with the religious sites in the Republic; As a result, job creation in Uzbekistan could significantly contribute to reducing unemployment. This, in turn, serves as a source of income for the population.

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**DOI NUMBER: 10.5958/2278-4853.2020.00045.2**

**THE EFFECTIVENESS OF GESTALT THERAPY AND LOGO THERAPY  
ON ANGER REDUCTION AND INCREASE OF MENTAL HEALTH OF  
TEENAGERS OF CORRECTION AND REHABILITATION CENTER**

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**ABSTRACT**

*Aim of this research has the effectiveness of gestalt therapy and logo therapy on anger reduction and Increase of mental health of teenager of correction and rehabilitation center of Khoram Abad city. In this quasi-experimental research by available method 24 teenagers which take high mark in SCL.90.R exam and state-trait anger expression inventory-2 STAXI-2 were grouped randomly in three pilot groups as gestalt therapy (8 person) and logo therapy (8 person) and control without any therapeutic intervention (8 person). Members of gestalt therapy and logo therapy pilot groups participate in 8 group therapy 90 minutes sessions, twice in a week. Obtained results measured as pretest and posttest by STAXI-2 and SCL.90.R determination scales and resulting data analyzed to comparison means of three groups at three assessment cases by covariance analysis. Findings has supported the effectiveness of both approaches Logo therapy and Gestalt therapy on anger reduction and increased mental health. Mental health is a science for better life that its principles include all periods of life from the formation of sperm to death. Also is an art and technique that help peoples to adopting with their environment by adjusting proper psychological and emotional methods and finding better solutions to solve their problems.*

**KEYWORDS:** Gestalt Therapy, Logo Therapy, Anger, Mental Health, Teenager

## INTRODUCTION

Anger was one of the important and inherent emotions of humans and is the common reaction towards the failure or abuse, this emotion evolutionarily has Indisputable important but sometimes excessive and improper using lead to some interpersonal and health problems for individuals [1]. Teenagers 'anger is a major concern for society, because in many cases it leads to behaviors which impose great losses to the economy. For example, the anti-social behavior and aggression are consequences of anger. Teen begins with the physical changes maturity; teenage beginning hard Emotional swings can be moderate handle by same sex peers[11].

Anger is a strong emotional response to deprivation and stimulate degree is determined with the increasing Auto exciting and change of the central nervous activity. Base on Spielberger definition (1999) a psychologist who is expert in anger study: "Anger is an emotional state that is varies in intensity from mild irritation to intense anger"[18]. Novaco (1978) said: "Anger is an emotion that is talked about a lot, but least study has been done about it"[14].

Also emotions be the important vital signs of mental health and well-being and measuring intense, time and frequency of mental reactions are essential and practical for psychological sensing, because could affect motivation, behavior mimic and mental health, so attend to these mentions sense is necessary.

Mental health is a science for better life that its principles include all periods of life from the formation of sperm to death. Also is an art and technique that help peoples to adopting with their environment by adjusting proper psychological and emotional methods and finding better solutions to solve their problems. World Health Organization (WHO) defines mental health as a state of welfare which individuals recognizes abilities and uses them effectively and productively and is useful for his community. Generally mental health cause mental safety by preventing mental illness, controlling effective factor of its incidence, early diagnosis, preventing factors due return of mental illness and create healthy environment for human proper relationships. Mental health is an expert field in psychological state and its purpose is providing mental safety by preventing mental illness, controlling effective factor of its incidence, early diagnosis, preventing factors due return of mental illness and create healthy environment for human proper relationships[17]. So mental health is science for social welfare and logical compromise with life circumstances.

Is Group therapy helps client? Yes sure, compelling set of research results clearly show that group therapy is effective type of psychotherapy and is effective in producing valuable outcomes at least as individual psychotherapy as. Group psychotherapy could have deep effect on teenager's mental health. Group experience is a valuable opportunity to establish a real and close relation with others. This experience never happens in individual therapy[4][10].

One of the interventions in group therapy method is Gestalt therapy. In Gestalt therapy emphasis is on the present experiences. Pasts is over and future is not arrived yet, so present is important. Present time is only time that is available, live and on our responsibility. This time will give us the opportunity to grow and contact with new experiences. It's assumed that individuals must identifies what in the past has influenced their current performance for achieving independence and autonomy, and by achieve experience from past events challenges for present time, increase self-knowledge and reach generality and integrations. If person reach a proper level of knowledge and environmental support, find the capacity of self-regulation and dealing with problems. Gestalt therapy combines interpersonal psychoanalytic science and mental scanning

and is an approach that creatively uses the relationship between therapist/ reference, knowledge and testing.

Logo therapy also is a method that could help individual to find the life meaning. Logo therapy is a method with existential approach that provide theoretical and philosophic field for group working [3][9][15]. Logo therapy group working could present conceptual framework to help the clients for challenge of find meaning in their life. Existence attitude is a dynamic approach that emphasis on four interest that rooted in human existence: death, lonely, meaninglessness. Principles and method of Frankel therapy makes up of the Logo therapy. Logo therapy is a method that individual drive to the direction that find their life meaning. So principle of logo therapy is try to find life meaning which is major driving force in life time. Group logo therapy provide opportunity which clients gain known, percept and release own from barrier that restrict their freedom and experience above process with full and conscious participation[7][8].

This research done with purpose of evaluation of the effectiveness of gestalt therapy and logo therapy on anger reduction and Increase of mental health of boys teenager of correction and rehabilitation center of Khoram Abad city and research hypothesis are as follow:

- 1- Education of gestalt therapy is effective on anger reduction of teenager of correction and rehabilitation center.
- 2- Education of gestalt therapy is effective on mental health increasing of teenager of correction and rehabilitation center.
- 3- Education of logo therapy is effective on anger reduction of teenager of correction and rehabilitation center.
- 4- Education of logo therapy is effective on mental health increasing of teenager of correction and rehabilitation center.

## RESEARCH METHODOLOGY

Present research is from semi- experimental plans as pretest-posttest and its population formed from boy teenager of correction and rehabilitation center of Khorram Abad city. Sampling in this research in the subjects selection step as purposefully and in replacement and examination and control groups has been random. Thus the first stage of the study population who had at least two months after the onset of sampling until the end of therapeutic interventions were present in Correction and Rehabilitation Center selected of Khorram Abad. From this individual, subjects that got high mark in Spielberger anger questionnaire (state- trait anger Spielberger(1999) and SCL.90.R exam, were selected and randomly grouped in three groups, number of qualified persons were 24 that divided into 3 groups of 8 peoples. 3groups assign randomly as pilot group with gestalt therapy intervention, pilot group with logo therapy intervention and a group as control group without getting any intervention.

Gestalt therapy group were presented in gestalt therapy meeting 8 times. This group twice a week for 90 minutes participates in gestalt group therapy meeting. In gestalt exercise participators attend unfinished jobs, learn to meet their needs and go to complete that unfinished needs. In this meeting the participators exited to undertake responsibilities of the overt or covert behaviors. In gestalt therapy meetings for anger reduction subvert, the hot seat and the vacant seat technique were used[9][19].

Logo therapy group participate in 8 group therapy session that frequency and time of meeting were same as first group. Aim of logo therapy was search and finding meaning shortage in life to

confronting with anger, depression, anxiety, fear, mental dissociation that reflect of hidden meaning in person life, stating position, face the problem, overcoming despair and finding meaning for pain and suffering to confronting anger and improving mental health were attended[2][7][8].

## TOOLS

Two questionnaires were used which their psychometric properties have been state as follow:

**1-SCL.90.R questionnaire:** mental health determinate base on obtained mark in SCL.90.R questionnaire. SCL.90.R Questionnaire is one of the most used tools of psychiatric diagnosis. The questionnaire consisted of 90 questions to assess psychological symptoms which using them we can distinguish healthy subjects from patients. This questionnaire introduced by Dragotis and et.al at 1973 and was revised Based on clinical experience and psychometric analysis and final form of it was created in 1976. Since then, this test has been used in many studies[5][6].

In this research just proceed to expression of Global Severity Index and subscales of grading expression have been passed up. Many studies have confirmed the reliability and validity of the test. Reliable assessment of 9 dimension of this test has been done by two methods as reliability calculation method and re test method. For calculating internal consistency of test that conducted on 219 volunteers in United States for assessing steadiness of questions, alpha and Chodrichardson 20 coefficients were used. Results of all coefficients for 9 dimensions have been satisfying. The highest correlation was related to depression with 0.9 and the lowest of them has been psychosis with 0.77 (Dragotis, 1983)[6].

Re-test rehabilitee that assess test consistence through the time, proceed on 94 psychiatric patients incongruous and after a week of the initial assessment. Most of coefficients have high correlation between 0.78 up to 0.9. in Iran in assessing the validity and reliability of SCL.90.R on 2241 psychotic patients addicts and healthy peoples has been conducted that show results similar with results have been obtained in U.S. in comparison of evaluations[5]. Test validity in this study at all scales except the scale of hostility, malady fear and paranoid ideation has been more than 0.8. the structure validity also indicate that this we could use this test as classification and determining tool for psychotic patients in Iran and most of scales have been high correlation coefficient among 0.78 to 0.9 (Mirzaei, 1980)[12]. In research of Rezapoor (1997) which conducted as standardize SCL.90.R questionnaire on students of Azad and Chamran university of Ahvaz, results indicate that there aren't any difference between mean and standard deviation even between obtained norms in this research and original form but mean of all scales on Iranian sample is higher than American sample[16].

**2-State-trait anger expression inventory-2 Spielberger:** Spielberger anger questionnaire is a pencil-paper tool and includes 57 items that have 3 scales and 9 subscales. Generally items classified in three scales. First section measures anger state that in it subjects classified their feels intensity. This scale contain 15 items and includes 3 sub scales: feeling anger (5 items), willing to occur anger in verbal (5 items), willing to occur anger physically (5 items). Second scale measures trait anger with two scale of angry reaction (6 items) and angry temperament (4 items). Third scale assess occur and control of anger that includes subscales as external anger occur (8 items) and internal anger occur (8 items) and internal anger control (8 items) and external anger control (8 items). Subjects answer this inventory by a four grade scale from NEVER (1 mark) to ALWAYS (4 marks). Validity and reliability of this questionnaire have been satisfying in different studies. Spielberger (1999) indicate that alpha coefficients of anger state are equal to



0.93, trait anger 0.87, felling anger 0.85, willing to occur anger in verbal 0.87, willing to occur anger in physical 0.88, angry temperamental 0.83, angry reaction 0.7, external angry occur 0.67, internal angry occur 0.8, internal angry control 0.91 and external angry control 0.83 and general anger expression index was reported at mean 0.71. In addition to alpha coefficients, retest method has been used for validity assess of discussed scales that correlation coefficients equal to 0.76 and all coefficients have been higher than 0.7 [18]. The results of the psychometric properties and standardize of Spielberger state-trait anger expression inventory between students of Tehran university indicate that this tool includes psychometric and standardize competency and adequacy. It means that Persian form of Spielberger state-trait anger expression and all its subscales have suitable level of stability and high internal isotropy between scales and subscales of anger and its positive relation with others anger and hostility tools indicate suitable validity of it (Khodayarifard, Lavasani, Akbari Zardkhane and Liyagat, 2007) [11]. In present research, only general anger expression index was used and assessed.

## FINDINGS AND EVALUATION

In this research 70.85 of population comprised of 17 years old teenagers which 83.33 of them was born in city and most of population 66.69 had high school education.

**TABLE 1: LEVINE'S TEST FOR EVALUATION OF THE VARIANCE UNIFORMITY**

signification	df2	df1	f
0.67	21	1	0/41
0/30	21	1	1/27

As shown in table 1 the Levine's test has conducted to evaluate of the variances uniformity assumption that table results indicate that calculated significant level of all F is greater than  $P > 0.05$  so variance difference is not significant statistically and variance equality assumption is true.

**TABLE 2: PRIMARY MEAN OF ANGER AND MENTAL HEALTH**

Attendant variable	group	Mean	Standard Deviation	Number/s
anger	Gestalt therapy	29/75	7/13	8
	Logo therapy	33/38	9/13	8
	control	62/88	8/11	8
Mental health	Gestalt therapy	0/89	0/21	8
	Logo therapy	0/98	0/41	8
	control	1/34	0/41	8

**TABLE 3: ADJUSTED MEAN OF ANGER AND MENTAL HEALTH**

Attendant variable	Group	Mean	S.E	population Mean range with 95 percent confidence	
				Low limit	Upper limit
anger	Gestalt therapy	31/25	1/92	27/25	35/27
	Logo therapy	31/82	1/91	27/81	35/83
	control	62/92	1/90	58/95	66/89
	Gestalt therapy	0/90	0/03	0/83	0/97

Mental health	Logo therapy	0/96	0/03	0/89	1/03
	control	1/35	0/03	1/28	1/42

As it can see in tables 2 and 3 after adjusting marks of pilot groups and control group are different in posttest at mean of anger and mental health that MANCOVA analysis has been done for evaluating this issue that this difference statistically is significant or not and due to educational effective

**TABLE 4: RESULT OF GESTALT THERAPY EDUCATING TEST ON ANGER REDUCTION**

Variations sources	Sum of squares	Degree of Freedom	Mean of squares MS	F	effect size $\eta^2$	significant level Sig
Anger	4012.41	1	4012.41	174.34	0.001	0.093
Error	299.2	13	23.02			

As shown in table 4, gestalt therapy education is effective on anger reducing with ( $P < 0.001$ ,  $F(1, 13) = 174.34$ ). So we can conclude that research hypothesis as education of gestalt therapy is effective on anger reduction of teenager of correction and rehabilitation center, have been accepted.

**TABLE 5: RESULT OF GESTALT THERAPY EDUCATING TEST ON MENTAL HEALTH INCREASING**

Variations sources	Sum of squares	Degree of Freedom	Mean of squares MS	F	effect size $\eta^2$	significant level Sig
Mental health	0.86	1	0.86	54.3	0.001	0.081
Error	0.21	13	0.02			

As shown in table 5, gestalt therapy education is effective on mental health increasing with ( $P < 0.001$ ,  $F(1, 13) = 54.3$ ). So we can conclude that research hypothesis as education of gestalt therapy is effective on mental health increasing of teenager of correction and rehabilitation center, have been accepted.

**TABLE 6: RESULT OF LOGO THERAPY EDUCATING TEST ON ANGER REDUCTION**

Variations sources	Sum of squares	Degree of Freedom	Mean of squares MS	F	effect size $\eta^2$	significant level Sig
Anger	3782.26	1	3782.26	96.7	0.001	0.088
Error	508.47	13	39.11			

As shown in table 6, logo therapy education is effective on anger reducing with ( $P < 0.001$ ,  $F(1, 13) = 96.7$ ). So we can conclude that research hypothesis as education of logo therapy is effective on anger reduction of teenager of correction and rehabilitation center, have been accepted.

**TABLE 7: RESULT OF LOGO THERAPY EDUCATING TEST ON MENTAL HEALTH INCREASING**

Variations sources	Sum of squares	Degree of Freedom	Mean of squares MS	F	effect size $\eta^2$	significant level Sig
Mental health	0.58	1	0.58	57.46	0.001	0.082
Error	0.13	13	0.01			

As shown in table 7, logo therapy education is effective on mental health increasing with ( $P < 0.001$ ,  $F(1,13) = 57.46$ ). So we can conclude that research hypothesis as education of logo therapy is effective on mental health increasing of teenager of correction and rehabilitation center, have been accepted.

## DISCUSSION

As expressed this research proceed with purpose of effectiveness of gestalt therapy and logo therapy on anger reduction and mental health increasing of teenager of correction and rehabilitation center.

According to results of tables 4 and 5 we could say that educating gestalt therapy, reduce anger and increase mental health that this results are compatible with finding of Nagooji and et.al (2006)[13] and Zal poor[20], and Asgari, Ali Akbari, Dadkhah (2012)[2] and Ahangarzadeh, Izadi(2013)[1].

According to the tables 4,5,6,7 we could say that two therapeutic approaches have significant efficiency on anger reduction and mental health increasing. So hypotheses First, second, third, fourth, effectiveness of gestalt therapy and logo therapy on anger reduction and mental health of teenagers of correction and rehabilitation center were general results of these finding are compatible with results of researches of Yoosefi, Attari, Bashleede and Nabavihesar (2008)[19] As expression of this that why educations of gestalt therapy and logo therapy are effective on anger reduction and mental health increasing of teenagers of correction and rehabilitation center? It can be Saied that gestalt therapy as a mind-body technique style was based on which body and mind are related and can effect and amplified together to reduce anger and health creating. Gestalt therapy method by highlight the power of tough could affect deeply the teenager's self-understanding and their vision about their ability. Actually this method using energetic and positive images, in addition of controlling mental stresses help teenagers to control own feels and improve their physical skill in reducing sadness, anxiety and anger. In addition whereas relaxation techniques briefly is prerequisite of gestalt therapy approach we can say that one of the cause of stress reducing after using this method also is using of relaxation technique at first of it. In fact these two methods prevent voluntary the sympathetic activity that have a major role at stress start. Also this method courses teenagers to see what is going on in their mind, without making judgment and creating challenges, by developing in this action and suitable concentration could keep their mind active for more improvement or satisfying to future path and life expectancy in addition to responding of terrible event controlling abilities. Furthermore, gestalt therapy methods also is useful for that make the teenager familiar with the meaning of pain, quality and intensity and also driver factors and this familiarity cause that individual attending to clear understand of these variability try more effective confronting approach in their mental visualizations[3][9][15][20]. From look of logo therapy person has the power that not only

dominated by conditions that will be facing with it, but this is conditions that inevitably subdue of his determination. Logo therapy educations by emphasis of freedom and responsibility cause that teenagers change their position, strengthen their skills in anger control and facing with depression and insolvency and finally form optimistic feeling about the future in them. In logo therapy, man discovers what is spiritual or existential up to rely on freedom in life choice is responsible for his life. One of the most common behaviors that is proportional with aggressive mood and mental health of teenagers is showing anger and the isolation and withdrawal from society which logo therapy approach could had significant effect on both, it has been expected that in the near future teenager could overcome these problems and we will be seen an improvement in their social function. Logo therapy relying to its therapeutic achievements could enable teenagers against life tragic triangle meaning (anxiety, pain and aggression) trough tragic attitude and optimism [1][2][11]. So if person be in position that couldn't change conditions, could change his attitude to the conditions. This work is kind of themselves exalt trough means finding especially when they suffering are inevitable. Also Logo therapy tries to make person properly informed of his task and responsibility and puts this task for his own responsibility that choice is responsible against whom or what. This therapeutic approach significantly has been effective in reducing anger and increase of mental health indicators [7][8].

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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00046.4**

## **CRIMINAL PROCEDURAL TERMS IN THE REPUBLIC OF UZBEKISTAN**

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### **ABSTRACT**

*The article discusses the history of development, the concept, the essence of criminal procedural terms and the problems of compliance with procedural terms. Suggestions have been developed to improve the norms of the current criminal procedure legislation by introducing the principle of "Reasonable terms in criminal proceedings". As each stage of the criminal process progresses sequentially and consistently, the adherence to the principle of legality at all stages of the process [22], and the timely enforcement of certain rights and obligations of the parties to the proceedings are related to the procedural deadlines. Most modern legal scholars have argued that procedural time is a period of time during which procedural actions are required or abstained, and they are compelling because they are defined in the CPC [4]. The definition in this context more fully explains the term and the imperative nature of the regulation of both the motion and the inertia of the term (compulsory enforcement and existence of legal consequences). In this respect, they are not considered criminal procedural deadlines. Failure to comply with the timeframes established by the criminal procedure law or those charged with criminal proceedings, in contrast, can have serious legal consequences, such as failure to recognize the consequences of procedural actions or invalidation of decisions made; compulsory delivery; causing the suspect or accused to be released from prison. "The criminal case must be conducted within a reasonable time. All participants in the criminal procedure must comply with the criminal procedural deadlines. Failure to adhere to them will result in the failure to recognize the consequences of procedural actions or invalidate the decisions taken "*

**KEY WORDS:** *Term, Procedural Term, Criminal Procedural Term, Reasonable Term, Compliance, Principle.*



## INTRODUCTION

The procedural deadlines have their substance and substance as an independent institution of criminal procedure, and play an important role in the execution of procedural actions, the decision-making and the performance of certain tasks.

In the history of our country, the first national written legal source regulating the criminal justice sphere, the CPC adopted on June 16, 1926, and entered into force on July 1, 1926, began to reflect the procedural deadlines and the first rules for their regulation. It contains a sixth chapter (Articles 80-85) dealing with procedural deadlines and legal costs, with procedural deadlines having legal status.

The CPC, adopted on 29 June 1929 and entered into force on 1 August, does not contain a chapter or section devoted to procedural deadlines, and some of its articles provide terms and grounds for their extension.

These provisions are reflected in the CPC of the Republic of Uzbekistan adopted on May 21, 1959 and entered into force on 1 January 1960. Chapter 5 is entitled "Procedural Time and Court Proceedings".

It is noteworthy that the independent CPC adopted in 1994 distinguishes from existing criminal procedural laws with respect for democracy and human rights and freedoms, as well as human rights and justice, and the calculation of procedural deadlines, procedural coercion. The rules for calculating deadlines, extensions and renewals when applied, are referred to separately as "procedural deadlines." n sets out in Chapter 39.

Previously, CPCs did not describe procedural deadlines, and legal literature provides different definitions. For example, some researchers describe the procedural period as the time prescribed by law to carry out a particular procedural activity [1], which, in our view, is incomplete, not only for procedural activities but also for the beginning and completion of procedural steps. is defined.

Some legal experts argue that procedural deadlines help to determine the subject's right to carry out certain procedural activities or to make procedural decisions [2]. These authors give definitions of procedural terms and follow certain criteria. In particular, RP Sokol and TL Karepanova based their safeguards on the protection of human rights and freedoms: "Procedural terms are the rule of law and protection of constitutional rights and freedoms (freedom and personal immunity, judicial protection, compensation for damages). is an important legal mechanism [3].

Most modern legal scholars have argued that procedural time is a period of time during which procedural actions are required or abstained, and they are compelling because they are defined in the CPC [4]. The definition in this context more fully explains the term and the imperative nature of the regulation of both the motion and the inertia of the term (compulsory enforcement and existence of legal consequences). It is important to determine whether procedural actions or omissions occur within a specific timeframe or in a specific time frame, and in general, before describing criminal procedural deadlines, it is important to consider the meaning and substance of the term. In particular, the semantic approach allows us to define the following meanings of the term "term": to get into something, to do something, to do it [5]. The concept of time is

inextricably linked to the concept of time, that is, in calculating the term total units of time are used: hours, days, weeks, months, and years [6], but there are also differences. For example, unlike time, it is an unbiased, uninterrupted, independent objective reality that is beyond the human desire [7]. The term, on the contrary, has the legal nature of suspension, extension, recovery: the beginning and the end of the term. In this regard, the term cannot be equated to time.

The procedural term, first of all, is one of the institutions of law, which is reflected in legal norms (law, by-laws) and is compelling. The legal nature of the time limits is also determined by the legal field. In particular, since criminal procedural law regulates criminal procedural relations, the term is defined as procedural terms and its legal nature is defined by the criminal procedure law. In addition, the investigators, prosecutors and prosecutors in the criminal proceedings shall follow the same deadlines as set forth in the statutes and instructions of the Prosecutor General, the Interior Ministry. Failure to comply with these terms is not a breach of criminal procedural law and creates only disciplinary liability. In this respect, they are not considered criminal procedural deadlines. Failure to comply with the timeframes established by the criminal procedure law or those charged with criminal proceedings, in contrast, can have serious legal consequences, such as failure to recognize the consequences of procedural actions or invalidation of decisions made; compulsory delivery; causing the suspect or accused to be released from prison.

In determining their legal nature, it is necessary to create a unified approach to use terms, and use words in their place, taking into account the specificity of time, rather than the unstable, unnatural features of time. In this context, procedural relationships in criminal proceedings are regulated not by a specific time period but by a specific time frame. At the same time, procedural law envisages that procedural actions or omissions will be carried out within a certain period of time, both before and after the specified time. We can see this in the following examples:

- at least six days before the expiry of the procedural action, holding the accused in custody or under house arrest, the relevant prosecutor may issue a petition to detain or extend a house arrest (Article 247 of the CPC). in the course of action, no later than three days after the pronouncement of the sentence, and in the case of a large volume - not later than ten days, and a copy thereof to the convict. and extradition to the acquitted (Article 475 of the CPC);
- to conduct a pre-investigation investigation of certain procedural inaction, to request additional documents and explanations, as well as to detain a person in accordance with the second part of Article 162 of the Criminal Procedure Code; assignment of audits, conducting search operations. Prohibition of other investigative actions during the pre-trial investigation (Article 329 of the CPC) and certain procedural inaction after a certain period of time are set forth in the event that appeals and protests are filed within the prescribed time limit (Art. 4974 CPC).

The results of scientific and vocabulary studies, which have been studied in more detail to explain the concept of criminal procedural terms, show that most of the literature has been described and varied. In particular, the legal encyclopedia of Uzbekistan refers to procedural deadlines, as defined by law or prescribed by the court for criminal, civil, and economic cases [9]. This definition, in our view, does not fully explain the legal nature of procedural deadlines, because procedural deadlines do not only address and resolve criminal cases in court, but also all the purposes and stages of criminal proceedings (including initiation, inquiry, preliminary

investigation, etc.). ).

In order to clarify the legal nature of procedural deadlines, the procedure for establishing deadlines may also be specified by law or by the resolution of the inquiry officer, investigator, procurator, court ruling (Art. 316 CPC). There is controversy over which of these terms is a procedural term, and some researchers only consider statutory deadlines as procedural deadlines [10], and many scholars consider the court-appointed deadlines as procedural deadlines [11]. and the timeframe of investigative actions set out in the assignment, with the nature of addressing organizational issues, are not procedural deadlines and procedural deadlines are mudd Recognize the recognition of terms that are of legal character [12].

In our view, first of all, in procedural law, all terms are of a legal nature, due to which the initiation and completion of legal relations [13] and legal consequences [14]. For example, persons summoned by the inquiry officer, investigator, procurator and court in connection with the criminal case proceedings are obliged to appear at the specified time, and if they do not appear for good reason they must be brought to it (Article 261 of the Criminal Code). Second, in procedural law, all deadlines are essentially an organizational tool that serves the purposes and objectives of justice. In this regard, they are recognized as a procedural form [15].

In procedural law, deadlines are often associated with a specific act or omission, which allows individuals involved in criminal proceedings to act within their rights and obligations, ie, the procedural deadline also creates a commitment. For example, the right of a party to submit a complaint within a specified period of time obliges the other party to consider the complaint within the prescribed time limit. Therefore, all deadlines are procedural forms that allow the parties to fulfill their legal rights and obligations in ensuring access to justice.

In many cases, prolongation may not only address organizational tasks but also affect procedural steps. For example, prolongation of the investigation by the prosecutor at the request of the investigator not later than ten days before the end of the investigation (Article 351 of the CPC) seriously affects two independent stages of criminal proceedings: the completion of the pre-trial investigation and the initiation of a criminal trial. Therefore, it is permissible to refer to the procedural deadline, as well as all the deadlines that affect the initiation and completion of proceedings (extension, recovery) along with the statutory period. It should be noted that there is a rule that the content of any legal norm is for the purpose for which it is intended. In particular, the purpose of the procedural deadlines is to fulfill the requirement of the rights and freedoms of the parties to the proceedings, the timely protection of their legitimate interests [16] and the provision of reasonable speed in criminal proceedings [17]. The purpose of procedural deadlines is to ensure the speedy and effective conduct of criminal proceedings and the stability of decisions made by establishing rigid boundaries on the basis of common units of time [18].

The importance of the procedural deadlines is that it is a legal instrument of truthfulness and a necessary prerequisite for compensation to the victim as a result of the crime. In this regard, they are one of the procedural safeguards as a type of legal instrument in criminal proceedings [19]. At the same time, the deadlines also guarantee the speedy and effective resolution of the criminal procedures, preventing the parties' rights to be restrained, and regulating the time for any particular procedural action [20]. They are procedural safeguards that, in organizational terms, ensure the rights and legitimate interests of the participants of the proceedings, the continuity of the procedural stages and the timely execution of procedural actions.

In our opinion, based on the results of the study, criminal procedural terms are those set forth in the procedural law for the exercise or abstention of the rights and obligations of the participants in the proceedings or those charged with prosecution under it.

At the same time, given that the definition of criminal procedural terms is not described in the CPC, it is advisable to begin Chapter 39 with Article 3131 known as the "procedural deadlines" and supplement it with the above definition. Definition of them in the law clarifies its legal nature and identifying its features.

The criminal trial deadlines are set to expeditiously and fully disclose the offenses set forth in Article 2 of the Criminal Procedure Code, to ensure that every person who has committed a crime is given a fair sentence, to expose perpetrators, to ensure that no one is guilty or convicted. 21]. The criminality is linked to the speedy implementation of procedural functions, and to a large extent, the establishment of time limits, which are the key to ensuring full respect for human rights and freedoms in criminal proceedings. As each stage of the criminal process progresses sequentially and consistently, the adherence to the principle of legality at all stages of the process [22], and the timely enforcement of certain rights and obligations of the parties to the proceedings are related to the procedural deadlines.

The purpose of their establishment is to ensure the rights and freedoms, legal interests of the participants of the proceedings in a timely manner and reasonable speed in criminal procedure. Accordingly, the procedural law establishes deadlines for the application of procedural safeguards and compulsory measures, as well as the submission of objections, complaints, petitions, and appeals by certain participants of the proceedings, because of their legal nature, the delays can have serious legal consequences. may come. Therefore, all parties to the procedure are required to follow deadlines and follow strict rules.

As a result of failure to comply with the above rules, criminal liability under article 2411 of the Criminal Code for concealment of various legal consequences, including delinquency, notification or other information about a crime, untimely fulfillment of duties related to its receipt, registration or consideration. Procedural actions carried out without observance of the deadlines also have no legal effect and cancellation of the legal acts issued without any deadlines. For example, Article 487 of the CPC violates the rules of the CPC, which deprives participants of the proceedings of their rights or restricts these rights, or otherwise prevents the court from having comprehensive consideration of the case, and which may or may affect legal, reasonable and just judgment. and the verdict must be reversed.

In general, as a result of neglect and irresponsibility of law enforcement officers, only one investigation is a gross violation of the criminal procedural law - illegal criminal prosecution of citizens, violation of their rights, long-term criminal cases, and the underlying cause and effect of crimes. conditions will not be detected and eliminated [23].

Since criminal procedural deadlines are set by participants in the process to exercise their rights as soon as possible, fully and properly, and to fulfill their responsibilities, it is generally acceptable to adhere to it. Accurate adherence to deadlines in the performance of a particular procedural act or throughout the proceedings is essential to the speedy and full disclosure of crimes and the protection of human rights. Compliance with procedural deadlines is always mandatory - the basis for assessing such a requirement on the basis of criminal procedure

principles.

Adherence to principles determines the effectiveness of criminal proceedings. Persons responsible for the legal proceedings and all participants in the procedure shall be obliged to observe the principles established by law. While the principles of procedural actions are followed, they are ineffective if the legal deadlines are met. Obviously, adherence to procedural deadlines can be recognized as a principle.

The study of international experience also shows that there is a similar approach to the issue, namely, the principle of speed of criminal proceedings and the time limits in general. In particular, the Danish Penal Code: "The speed of criminal proceedings"; The French Penal Code enshrines the principles of a "reasonable duration of criminal justice" [24]. Article 20 of the Criminal Procedure Code of the Republic of Moldova incorporates the principle of "reasonable execution of criminal cases", which guarantees that criminal prosecution and judicial proceedings should be conducted in a reasonable time and that the cases should be followed without sanction.

Article 48 of the Criminal Procedure Code of Azerbaijan, Article 136 of the Criminal Procedure Code of Tajikistan states that the officials' compliance with the deadline is recorded in the procedural documents, and the timely submission of the document is attached with the receipt.

Article 2 of our current code of procedure sets the task to expeditiously and fully uncover crimes. To meet this requirement, we must first comply with procedural deadlines. Taking into account this and the principles of criminal proceedings at all stages and institutions, the Republic of Uzbekistan shall include the following principles in the CPC:

"The criminal case must be conducted within a reasonable time. All participants in the criminal procedure must comply with the criminal procedural deadlines. Failure to adhere to them will result in the failure to recognize the consequences of procedural actions or invalidate the decisions taken".

According to VT Tomin, who has studied the principles of criminal procedure, in defining the principles it is necessary to reflect the rules of operation of criminal participants. In particular, in accordance with the legality principle set forth in Article 11 of the CPC, all persons involved in criminal proceedings must abide by the law and comply with their requirements.

Recognition of criminal proceedings as a principle of criminal proceedings guarantees the strictness of the requirement to comply with the deadlines. The effectiveness and responsiveness of any procedural safeguards are consistent with the liability available in the substantive law, which means that the inquiry officer, investigator, prosecutor, or judge is inevitably liable for non-compliance with the deadlines. Article 240 of the Criminal Code establishes criminal liability for refusal of the participants of the criminal procedure to perform their duties, supplementing its contents with the responsibility for non-compliance with the procedural deadlines, which entails the participants of the proceedings feeling responsible and unconditional compliance with the statutory deadlines. Most importantly, it will be an important step towards improving the legal framework that will form an effective mechanism for ensuring access to justice.



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Published by: **TRANS** Asian Research Journals

**AJMR:**

**Asian Journal  
of Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



**DOI NUMBER: 10.5958/2278-4853.2020.00047.6**

## **ETHNICITY: EXPLORING OMANI PEOPLE'S DIVERSITY THROUGH THEIR CRAFTS**

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### **ABSTRACT**

*It seemed that the lack of the involvement of ethnic groups, in crafts industries in Oman, is very clear. As a result of this shortage, crafts industries in Oman are affected negatively, because of losing ethnic groups contributions in this field. Regarding this challenge, this research paper will explore ways that can help to take advantage of these groups' craftsmanship and participation in crafts enterprise in order to contribute to society's diverse forms of identity. The researchers Richardson and Dorr (2003) havenottreatedthe issue of ethnic groups and their contribution in crafts industriesin detail. They built their judgments on the fact that crafts in the capital Muscat, asserted that Omani ethnic groups are involved deeply in crafts industries and this could be considered as a generalisation. They did not provide any evidence to show ethnic groups involvement in crafts in the other areas of Oman. The art and crafts of ethnic groups as a research topic, appears in some studies, such as Gary Ferraro (2001), when he dedicated a full chapter to discussing art and its relation to anthropology. Also, Coote and Shelton (1992) when they presented Australian Aborigines, New Guinea, Indonesia, and Mexico ethnic groups arts and crafts. Furthermore, Afred Gell (1998) where he explored the anthropological theories of visual art using traditions - European, Indian, Polynesian, Melanesian, and Australian ethnic art and crafts. The ethnic crafts' production line suggestion will cost the PACI money and effort to meet the authority's cultural objectives only, as the production line method (by prototyping crafts objects) usually creates a type of craft with less consideration of the market and the demands of the contemporary consumer. This comes about because the priority will be given to imitating ethnic styles of production.*

**KEYWORDS:** Ethnicity, Identity, Crafts, Oman

## 1. INTRODUCTION: Ethnic Diversity and Craftsmanship:

Investigations about 'ethnic groups' (ethnicity) and its relevant subjects cannot be separated from *anthropology* and the *social sciences* areas of study (Ferraro, 2001). In anthropological literature, 'ethnic group' is defined as a population of people who share fundamental cultural values, making up a field of communication and interactions, their membership identified by themselves and others, and they are distinguishable from the other categories of the same order (Irastorza, 2010, p.409).

There is a large volume of published studies investigating ethnic groups' as social and cultural subjects, within historical or critical anthropological contexts (e.g. Cohen 1978; Seidner 1982; Hobsbawm and Ranger 1983; Keefe 1992; Vermulen and Govers 1994; Cooney 2009 etc), but it seems that limited works have been dedicated to study 'ethnic groups' and their connection to art and crafts subjects. The art and crafts of ethnic groups as a research topic, appears in some studies, such as Gary Ferraro (2001), when he dedicated a full chapter to discussing art and its relation to anthropology. Also, Coote and Shelton (1992) when they presented Australian Aborigines, New Guinea, Indonesia, and Mexico ethnic groups arts and crafts. Furthermore, Alfred Gell (1998) where he explored the anthropological theories of visual art using traditions - European, Indian, Polynesian, Melanesian, and Australian ethnic art and crafts. In addition, Steven Leuthold (1998), when he studied anthropological art's case studies from African, Asian, European, Latin American, Middle Eastern and Native American art within western aesthetic concepts. Another study conducted by Jeremy MacClary (1997) when he contributed in the area of anthropological museums and tribal art. Additionally, Marcus and Myers (1995) When they investigated Australian Aboriginal paintings and explored the circulation of indigenous art in the international market. Also, Robert Layton (1991) when he provided an authoritative introduction to the diversity of art forms in non-Western societies, including West Africa and Australian hunter-gatherers ethnic art and crafts. And Evelyn Hatcher (1999) when he presented many examples of ethnic arts, across his discussion about anthropological, artistic and cultural thoughts, and finally Lydia Icke-Schwalbe (2001) When she investigated the art of craft for social and cultural identity in ethnic groups of India. It is worth remembering that very limited completed studies investigated 'ethnic groups' and 'crafts enterprises', where the most recognized study in this subject was conducted by Lindsay Miller, Vincent Dawans and Kim Alter (2009) under the title '*Industree Craft: A Case Study in Social Enterprise Development Using the Four Lenses Approach*', which applied to rural areas with specific minorities of artisans in India.

Dissimilar to worldwide contributions, the literature about 'ethnic groups' in Oman is very limited and mostly conducted by non-Omani authors and researchers (e.g. Chatty, D., 1983, 1990, 1996, 1997, 1998, 2004; Alazri, 2012) and that could be because of censorship, subject sensitive aspects, or a lack of educational and research centres that are interested in this area of study. J. E. Peterson (2004), in his article '*Oman's Diverse Society: Northern Oman*' asserted that the majority of Omani people are Arab tribes, who came to Oman from Yemen and Arabian Peninsula in ancient times. But he also identified some ethnic groups in Oman, including *Baluchi* (group of people who came from Baluchistan, which is located today, between Pakistan and Iran), *Zadjalis* (a group of people who came from the area between the Sind River in Pakistan and Baluchistan), *Hindus* (came from India during the period of Portuguese occupation (1506-1650) of Oman), *Lawatiyya* (came from India 300 to 400 years ago), *Persian Baharinah* (came from Iran and they settled in the capital), *Swahili* (African) (group of people who came from

Zanzibar island (today belonging to Tanzania).

Migration of people from Oman to other lands, and from other lands to Oman, has affected Omani crafts and craftsmen (Richardson & Dorr, 2003). With each arrival of people, new cultural and craft ideas were established and eventually absorbed; the inhabitant population represented the industrial craft qualities, essential to take advantage of such opportunities in Omani society (Richardson & Dorr, 2003, p.25). For instance, from Persians, Omani people took on the water management system, represented in the *falaj system* and from the Portuguese they adopted forts styles and boat building (ibid, p.25). Omani settlements in East Africa (Zanzibar), Baluchistan and the lands, as well as the present-day United Arab Emirates, gave Omani traditional patterns and crafts an opportunity which was adopted by indigenous dwellers (ibid, p.25).

Richardson and Dorr (2003) dedicated a complete chapter (pp.210-257) to investigate crafts in Muscat. Indirectly, this chapter contributed to the study of ethnic groups and their relationships with crafts industries, because of the capital's ethnic diversity. The Omani capital Muscat, is a cosmopolitan city occupied mainly by Arabs and minorities of different ethnic groups, such as African (as a result of the occupation of Zanzibar in 1650 by the Imam Sultan bin Saif, after he routed the Portuguese), Baluchi, who came as merchants from Baluchistan (a country divided today between Iran and Pakistan), and Indian (Richardson N. & Dorr M., 2003, p.213). The influences of this multi-cultural society have formed the crafts industries and its types, artistic characters and functionality (ibid. 214). According to Richardson and Dorr (2003) the diversity of crafts in the capital area, comes from the diversity of the people's identities. They asserted that "the craft industries of the capital area are characterised by a piquant diversity derived from Omani's historical dominion over the Indian Ocean trade routes" (ibid, p.218). Moreover, the capital ceremonial weaponry traditions (daggers, swords, matchlocks) expressed crafts relationship to identity in Muscat. This has been asserted by the Princess Sayyida Salme Al Bu Said, from the Royal family in Oman, in her book '*Princess of Zanzibar and Oman*', which was published in 1888. She mentioned that "the Arab's full dress is not complete without his weapons" (Ruete. E, 2009). The embroidered cap (*Kummah*) introduced evidence of the effects of other identities on Omani traditional crafts in the capital. In his article "*the kummah and massar*", published in *Oman Today Magazine*, Rob Arnhem, pointed out that the cylindrical cap, or *kummah*, worn by Omani men today, is an idea created in East Africa (Zanzibar) (Arnhem.R, 2009). This asserted the influence of African inhabitation in the capital on crafts industries.

The researchers Richardson and Dorr (2003) haven't treated the issue of ethnic groups and their contribution in crafts industries in detail. They built their judgments on the fact that crafts in the capital Muscat, asserted that Omani ethnic groups are involved deeply in crafts industries and this could be considered as a generalisation. They did not provide any evidence to show ethnic groups involvement in crafts in the other areas of Oman. Also, the main weakness of the study, is the failure to address how the ethnic groups from different backgrounds, can contribute to the craft industry on one hand, and how that can contribute in shaping the societies multicultural identity.

In fact, it seemed that aforementioned reviews around territories, are indirectly reviewing the ethnic groups' structure. At the end of this part, it is worth remembering the differences between the ethnic groups, who live in Oman and how their cultures are involved in the Omani crafts movement. Kath Woodward stressed (2004) the ideas of "origins" and "roots" of humans, where she considered that people's past and motherlands' memories are a "key component of identity" and if we recognize them, it will be easy to give them "some sense of place" and make them feel

their identity in their material life (p.154-157).

Local published literature, including historical contributions, have not provided any evidence for ethnic conflicts between groups in Oman. And this has provided a comfortable environment to invest in these minorities crafts traditions, in developing crafts industries within the Public Authority for Crafts Industries (PACI) enterprises. As mentioned above, contributions of researchers such as Marcus and Myers (1995) and Erik Cohen (1989) and other researchers, regarding developing ethnic crafts industries, which whilst experienced in different places worldwide, showed the possibility to take advantage of ethnic diversity in developing crafts industries.

## **2. Ethnic Groups' Diversity and its Contemporary Impacts on Crafts Industries:**

Investigating this subject led to examine the PACI's ability to take advantage of the diversity of ethnic groups and their variety of traditional crafts, to establish a national crafts foundation in current time. Interviews conducted to investigate the subject of ethnic diversity, required focusing on interviewing different samples from all the recognised ethnic groups in the crafts centres of the PACI. In fact, the researcher recognised that talking with participants about ethnicity was not an easy task as some of them preferred to hide their ethnic roots. Also some of the *Zanzibari* (African), believed that they are Arab and their grandfathers traveled to Zanzibar (in 1698, Zanzibar fell under the control of the Sultanate of Oman till the mid of twenty century), so they are not African. In contrast, the researcher found it easy to interact with *Baluchistani* and *Lwati* ethnic samples, as they talk about their origins without any reservations. It was also recognised that ethnic diversity appeared clearly in the capital Muscat and in the PACI headquarters, the Khanjar and Silversmith Training and Producing Centre (KSTPC), the Cupric Training and producing Centre (CUDAE) and the Handcrafts Centre (for pottery) (HCP), and all non-Arab ethnic communities had disappeared from semi- rural areas, where some of the crafts centres such as the Weaving Training and Producing Centre (WTPC), the Silk Weaving Training and Producing Centre (SWTPC), Pottery and Ceramic Training and Producing Centre (PCTPC) and Distilling Perfumes Training and Producing Centre (DPTPC) are located. Selecting participants to investigate this subject was very carefully done, because of some participants' sensitive feelings about ethnicity. In fact the 'surname' or 'tribe' of participants helped the researcher to recognise his/her ethnic group. Interviews regarding this subject required privacy for the participant, so the researcher insisted on meeting each participant in the meeting room, or his/her office, or any isolated place. It was decided that the best questioning method to adopt for interviews on this subject was open-ended questions, and that this was to allow them to talk freely, and avoid driving them to talk about sensitive issues regarding their ethnic backgrounds. Also the researcher preferred to avoid recording this subject within the interviews, so instead of recording he used note taking documenting to guarantee the participants rights.

The majority of participants believed that the PACI and its crafts enterprises must take advantage of other ethnic groups' art and crafts, and they asserted that in the past, Oman used these groups' special crafts characteristics, where Indian, Persian and Chinese artistic characteristics and ornaments were mixed with ornaments of Omani crafts. Participants from different ethnic backgrounds, such as craftswomen from the (KSTPC) a *Zanzibari* and craftsman from the (HCP) a *Baluchi*, asserted that merging characteristics and ornamental patterns between their original cultures and Omani Arabic culture and heritage, played a good role in developing crafts designs and diversity.



A considerable amount of literature has been published on ethnic groups and the crafts industries in Oman, but there are very few investigations concentrating on exploring 'artistic patterns' that were adopted by Omani craftspeople. Richardson and Dorr (2003) contributed slightly in this area and they used Muscat (the capital), as an example in their research and this area was one of their weaknesses as shown in the literature. In contrast, J.E. Peterson (2004) considered as the most important researcher who contributed in the area of ethnic groups of Oman through his articles, but still his articles did not give any attention to ethnic groups and crafts directly. So, the participants' contributions were very important in this part of the research. If there are studies focused in investigating 'artistic patterns' that moved from other cultures to Omani crafts, then it could be easy to start researching the cultural and social influence of other cultures on Omani society. The tangible/intangible contents of 'artistic patterns' could be information stored in crafts objects themselves.

A few participants thought that instead of adapting other ethnic groups' art and crafts themes or artistic patterns, the PACI should provide support to researchers and critics to enable them to conduct in-depth research in distinguishing original Omani crafts' characteristics and make them a standard to represent Omani national crafts. This group of participants saw that if the PACI continued adapting other cultures' crafts (forms, ornaments, purposes and even skills), it would cause several problems. It will be hard to distinguish Omani crafts locally and internationally. Also, other cultures' native crafts products could be brought to Oman markets easily. And this could mean Omani people will not celebrate their crafts as mirror images of their identities. A craftsperson from the HCP, belonging to the Arab community, working as a potter in the private pottery enterprise in Muscat, and who has daily connect with the local market, mentioned that:

*"We are confused about the term of [craft's identity], and I think this area needed of critical artistic research, and then these researches' outcomes should be converted to be applicable even for uneducated craftspeople"* (HCP)

A group of participants supported using associated narratives of ethnic groups to support understanding of their tangible crafts objects. To illustrate, a participant from the (CUDAE), belonging to the *Zanzibari* ethnic community, a second year student of art education, and coming originally from Alsharqiyia Province, considered that the northern boat builders in the *Musandam* region (*Kimzar* tribe) who use shells and some woven textiles to cover the front of the boat, as a reflection of the myth that this tradition is used to protect the boat, from what he called the "*sinking evil spirit*". The issue of narratives was used later in other interviews and several myths were associated with ethnic crafts as some participants mentioned. It is interesting to note, that in all cases of participants who support the importance of intangible cultural heritage forms such as myths, local narratives, and folktales, meet the UNESCO recommendation which confirms that it is hard to celebrate *Traditional Craftsmanship*, without taking advantage of its associated 'intangible heritage'.

Finally, participants in this research contributed to this subject, by suggesting that the PACI has to make some ethnic groups' crafts through a "production line", as some of them believed this strategy would be the only method to preserve these endangered crafts. The issue of ethnic groups' crafts as a "production line" was completely rejected by some participants, where they believed that this suggestion would affect negatively the "individual craftspeople's style" and would also encourage "imitation traditional crafts" in the country. The 'production line' idea was a unique finding within this part of the data collection, and it deserves further discussion in the next part.



In conclusion, generally everyone is happy and satisfied about discussing their original cultures and sees that research such as this, can contribute to assimilating different cultures in the country. Unique outcomes and arguments from the interviews are easily recognisable. A production line of ethnic groups crafts, the importance of narratives of ethnic cultures, and the assimilation between different ethnic groups' crafts with Omani traditional crafts, are clear examples of these unique outcomes. Consequently, more discussion on this subject needs to be undertaken in the next part of this research.

### **3. Omani Ethnic Groups: Taking Advantage of Societies Ethnic Diversity:**

Even though Steven Luthold (1998), believed that ethnic groups (small communities) have problems with their states only because of their economical needs which are only provided by the state, when he stated that *"it seems that native communities desire grater political, cultural and religious independence from nation-states, but are economically tied to the nations that 'contain' them"* (p.33), it gives the impression that ethnic small communities challenges are wider in scope than only economic needs. Consequently, discussing the challenges facing ethnic groups, as semi-isolated communities inside states on one hand, and crafts enterprises as complicated economical, cultural and social organised firms on the other hand, deserves further concentration and deeper analysis in this part. As established in the literature and field findings, the diversity of ethnic groups in Oman did not witness any clashes, especially after the country's transformation in 1970, as a result of the oil explorations and its associated massive reformations. Moreover, participants and other data collection sources in this research, provided useful information and arguments to be used in serving the ambition of taking advantage of the ethnic diversity, in developing the crafts industries in Oman. This notion itself became an important finding, acting as starting point towards discussing the issue of ethnicity in the craft industry in the research, as when the research data collection process began, the issue of ethnic groups' impact, was not classified either positively or negatively in relation to Omani's crafts. After the data collection started (especially interviews using open-ended and semi-structured questions), the researcher found that there were no participants who recognised any form of conflict between ethnic groups, either in the social sphere or in the crafts area. The literature review supports the participants declaration that there are no conflicts between ethnic groups in Oman, where for example Dawn Chatty, conducted many social and anthropological studies between 1981 to 2005 about the diversity of Omani people (urban and nomadic communities), and J.Peterson, conducted many social and cultural studies in the same period (1980s-2004), when he made comparisons between northern and southern Omani communities; they both confirmed the participants perspectives in their research. This led to changing the question in the interviews, to be about ways of taking advantage of ethnic groups' diversity in developing the crafts industries. As a result of both the participants' responses (sometimes suggestions) and other data collection methods concerning investigation of this issue, the researcher extracted four methods (ways) to take advantage of ethnicity in the crafts industry to be discussed in this part. First, the majority of participants supported the notion that the PACI could give more recognition to "unusual ethnic groups" that had extraordinary special skills and craftsmanship knowledge, themes, materials, styles and traditions in making crafts, which are usually classified as anthropological and intangible heritage expressions. Second, the PACI has to revive a strategy to document narrative heritages that are associated with ethnic craftspeople, including narratives that came with those who came to Oman from overseas, which is also considered as part of the intangible and cultural heritage dialogue. Third, the PACI has to give attention to ethnic styles in

making the types of crafts, by implementing special ‘production lines’ to create sustainability for their crafts amongst other crafts industries, which may be classified as a technical dialogue. Finally, the PACI should give attention to those ethnic groups’ craftsmanship and their production (lifestyle crafts), due to the fact that this production was represented and made by a distinctive group, so the “individual craft style” will be endangered or may be missed (intangible heritage and managerial dialogues). Consequently, there is a strong relationship between the primary findings and secondary data regarding anthropological, social and intangible heritage fields, which have been reported in the literature as shown in the findings.

### 3.1 The Four Ways of Celebrating Crafts of Each Ethnic Group:

As mentioned in the first method of giving recognition to unusual ethnic groups and their crafts, the participants gave attention to some existing models in Oman, to be classified under what they called ‘distinctive crafts groups’. It was noted that the majority of participants selected a minority of craftspeople as unusual groups, and only a few of the interviewees gave attention to a type of craft object, or the special ways of making, to be criteria to select unique crafts groups. This was one of the weaknesses recognised in the ways of indicating types of unusual groups of craftspeople in the conducted interviews.

The minority of ‘craftspeople groups’, according to the participants, were those who make special demanding types of crafts, which relate to certain people, place and techniques (intangible heritage skills). Some examples were mentioned to support their argument, such as making *Jerz* (axe) in the *Masandam* region in the north of Oman, and engraving bones to make women’s accessories, in the *Sharqya* region in the middle of the country. In contrast, they did not mention frankincense crafts in the south of Oman, even though this craft is considered a unique craft in the Arabian Peninsula and even in the Middle East. It was excluded only because it is considered as a major craft, not a minor craft, like *Masandam* axes or *Sharqya* bones accessories. One unanticipated point was that participants provided an incomplete definition for the notion of the ‘ethnic group’ of craftspeople, and this could be because they have ignored the basic anthropological definition of ‘ethnic group’. This information found in the field, led to reinvestigating the criteria of defining unusual/unique ethnic crafts groups in the country. When prior social and anthropological contributors defined ‘ethnic group’ in the literature, they stressed on the idea that any group of people must have fundamental cultural values, communication and interactions between the group’s members, their membership is identified by themselves and others, and they are distinguishable from other groups, at least in the same society. So, it is not enough to use the criterion of ‘minority’ alone to identify ‘ethnic group craftsmanship’. Rather than general worldwide anthropological contributions to define forms of the ‘ethnic group’, Dawn Chatty’s publications (2001, 2005) about Omani people in general and nomadic societies (e.g. pastoral tribes and mobile indigenous people in Hima), in particular, became a considerable social documents resource toward understanding peoples diversity in the country, enabling recognition of ethnic groups by their characteristics, social values and communication (interaction) not only by the group’s number of members.

In fact the participants’ criteria of ‘minority vs. majority’ should be considered as well, but this criterion should not be used alone to define the unique crafts of any ethnic groups. The ‘way of making’ including its associated intangible knowledge and inherited skills, for example, could be used to identify an ethnic group’s type of craft and make it recognisable by others. For instance, Majolica, Wedgewood, and Lustre potteries, represented unique types of ceramic making, referring to certain places around the world and they became mirror images for their societies,

even when they are duplicated by other cultures' craftspeople. These types of potteries gained their special reputation from ways of making, skills and knowledge of decorating and firing, and all these intangible characteristics preserved the rights of their makers. As reviewed in the literature, much data was found on the association between the knowledge and skills of special communities of craftspeople in UNESCO *Traditional Craftsmanship* intangible heritage. In spite of the fact that there are strong direct connections and official agreements between the PACI and UNESCO (WIPO), it is somewhat surprising that no evidence is provided by the PACI publications to affirm any attempt to register craftsmanship (skills and knowledge) as intangible heritage (e.g. *Intangible Cultural Heritage List*, UNESCO, 2011).

Rather than a 'way of making', sometimes certain exclusive characteristics that emerge from special historical periods, can be considered as criterion for the recognition of an ethnic group's type of craft. In other words, some types of crafts, which are born in a certain historical time, and then become completely connected with that period and its people, help in the recognition of special ethnic crafts in the country. To clarify this notion, crafts that used calligraphy (especially in limited languages), for example, can help to bring recognition to its makers as a special group and to their profession as a recognisable craft. In other words, special artistic elements that are related to certain cultures, can be used successfully to serve an ethnic group's distinctive form of craft. In actual fact, 'exclusive characteristics' of any cultural domain (e.g. craftsmanship, oral traditions, performing arts, social practices, rituals and festive events etc) suppose to be more reasonable criterion to identify ethnic groups' crafts. It is therefore likely that such connections exist between the notion of identifying ethnic groups' crafts through their crafts' special 'exclusive characteristics' (field findings) on one hand and UNESCO domains' classification of safeguarding of intangible cultural heritage (secondary findings) on the other. The exclusive characteristics of any intangible cultural expressions are supposed to be the central criterion to identify any ethnic group's cultural expression (including craftsmanship). But this can be affected negatively by the perception that UNESCO (Intangible Cultural Heritage) itself found, which is that it is hard to make criteria to identify cultural intangible heritage expressions of communities, when the organisation admitted that "States may use a different system of domains. There is already a wide degree of variation, with some countries dividing up the manifestations of intangible cultural heritage differently, while others use broadly similar domains to those of the Convention with alternative names. They may add further domains or new sub-categories to existing domains....the boundaries between domains are extremely fluid and often vary from community to community. It is difficult, if not impossible, to impose rigid categories externally" (UNESCO, 2009, p.3). For this reason, it is worth introducing other criteria to help in recognising special ethnic groups who have special types of crafts, as suggested by participants, such as types of special materials used in making their crafts and special functions (purpose) of their crafts (to be discussed depth in the *Crafts Materials* section). The figure (1) below shows the four suggested criteria that can help the PACI to identify ethnic groups' crafts toward providing more recognition of them in:



**Figure 1.** the four suggested criteria that can help the PACI to identify ethnic groups' crafts

### 3.2 The Role of Narrative Heritage:

As previously mentioned, ethnic groups' crafts usually have associated narratives that are considered as a method to celebrate and elaborate certain ethnic groups' crafts. According to the secondary data collected in this research literature, the in depth social study of '*Knowledge as a Marketing Strategy: Cultural Information and Ethnic Crafts in the Retail Environment*' by Katherine Becvar (2006), dedicated a complete chapter to investigating the impact of 'inherited narratives' on ethnic crafts (pp.37-69). Even though her chapter was built to investigate narratives around Latin America's crafts, Katherine's general comments have matched most of the research participants' perceptions. So the use of Katherine's study in this part, will be to understand how to use narratives as a background context to invite people to recognise the ethnic group's special type of craft. Very little was found in the literature on the craftsmanship and folk narratives of ethnic crafts communities, and Katherine M. Becvars' study, can be considered as the only contribution, which tried to investigate intangible cultural expressions of folk narratives (folktales, myths etc), which linked with ethnic crafts. In fact, the author went further when she conducted field interviews to explore using these narratives in the field of crafts enterprises (mostly marketing). The need to use folktales, myths, craftspeople narratives, legends, and beliefs etc (*Oral Traditional Expressions*) within a tangible cultural expression of crafts making (*Traditional Craftsmanship*) gave UNESCO the reasoning for declaring that it is hard to separate intangible heritage domains from each other, especially when they tried to define the *Traditional Craftsmanship* domain, they stated that "*traditional craftsmanship is perhaps the most tangible manifestation of intangible cultural heritage*" (UNESCO, 2009, p.14).

Nevertheless, the investment of oral cultural expressions in traditional craftsmanship and crafts enterprises in particular became possible. In Katherine's study, the most important and practical strategy is '*Textual Discourse: Tags and Labels*' which is completely missing in Omani crafts industries in both crafts marketing and publications. This strategy is considered as a practical use of cultural and ethnic narratives to support the crafts industries and to help people to appreciate ethnic crafts as a traditional unique material culture. Katherine suggested two types of tags to be associated with crafts objects. The first type is tags written by manufacturers or distributors, which would usually use the "language of history" and "richness of heritage"; she provided an example for this type and included a description of a "garment" as written below:

This garment is handmade in Guatemala, Central America. While contemporary in design and colour, the intricate needlework reflects its rich Mayan heritage. This unique design was created

by indigenous artisans living in the Western highlands of Guatemala. Each handcrafted tapestry is a one of a kind work of art (Becvar, 2006, p.39).

The second type was tags, written by the store and these are usually shorter than the first type. Sometimes these types of tags use descriptive information which are suitable for not only a piece of craft, but also for a category of craft (ibid, p.41).

Rather than “textual discourse: tags and labels”, the PACI has to put in its account the factor of distance, regarding the use of narrative heritages in celebrating crafts industries. For example, if a crafts collector from Europe travelled to Oman, he would expect a general description (narratives) about the artefacts, but in contrast an Omani traveler inside Oman, would expect very detailed descriptions (narratives) to be associated with the artefact piece. This is because the narrative writer usually thought Omani citizens always look for more details, like traditional stories, other identities’ cultural differences and even their ways of living. In contrast, it is hard for non-Omani’s to recognise the differences between ethnic groups within Omani society, and that explains why non-Omani visitors in Oman are looking for ‘Arabian culture’ more than ‘Omani culture’ as participants asserted, when they talked about the personalities of The Omani Craftsman House (OCH) branches. If we suggest that the previous argument is correct, then the craftsman and crafts marketer, should give the crafts collectors more appreciation, in the belief that they will be more interested in the artifacts, when they are associated with deep inherited narratives, including even very specific stories and villagers myths. Becvar (ibid, p.44), supported this notion by using Miller’s statement when he said: “distance, which increases the problem of access, may be used to emphasise the differential ability of elites to acquire sumptuary objects” (Miller, 1987, p.122).

### **3.3 Ethnic Crafts' Production Line and Craftsman As Individual Maker:**

The last two perspectives, which aim to obtain recognition of ethnic groups’ crafts are: ‘converting ethnic style crafts making to be as production line’ and ‘the lifestyle of the ethnic group and the absence of individual crafts makers’. Because they are connected with each other, it is very important to discuss them together. As a result of a very long analysis in her article, Katherine Becvar, suggested that ‘ethnic style’ as a definition is something extracted from ‘Primitive Art’ and nostalgia, which is considered a central feature of ethnic style (2006, pp.22-29). According to this definition, the suggestion of developing a special ‘production line’ within the PACI crafts centres has a vital risk. The ethnic crafts’ production line suggestion will cost the PACI money and effort to meet the authority’s cultural objectives only, as the production line method (by prototyping crafts objects) usually creates a type of craft with less consideration of the market and the demands of the contemporary consumer. This comes about because the priority will be given to imitating ethnic styles of production. Reviving ethnic styles through a clear ‘prototyping production line’ will require very accurate controls between imitating ethnic crafts by ethnic groups of Omani craftspeople on one hand and the preserving individual craftsman’s freedom to create his own crafts in crafts enterprises on the other.





**Figure 2.** diagram shows suggested aspects to be accounted for by the authority in order to deal practically with ethnic crafts

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**DOI NUMBER: 10.5958/2278-4853.2020.00048.8**

## **FUNDAMENTALS OF THE FORMATION OF A SENSE OF LEGAL CULTURE AMONG YOUNG PEOPLE OF UZBEKISTAN**

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### **ABSTRACT**

*The article is devoted to legal awareness, legal culture, national customs, culture, the rule of law, propaganda, agitation and analysis of the worldview and behavior of people in our country and abroad today. At the end of the analysis, problems are indicated and recommendations are developed to improve our national legislation. The objective necessity of the rule of law is explained in the legal state that failure to ensure the rule of law, the development of legal culture in the hands of the youth, leading to the future of the state, will lead to crisis rather than strengthening of the state power. In his speeches, President Mirziyoyev spoke about the importance of legal awareness and legal culture. In particular, in his speech on the 27th anniversary of the adoption of the Constitution of the Republic of Uzbekistan, he expressed the following: all cadres, be it minister, governor or ordinary citizen, thoroughly understand the constitution and laws, organize their implementation and, above all, members of society. Providing free access to legal information, creating real conditions for everyone to enhance their legal knowledge enables citizens to exercise their rights and freedoms properly, to fulfill their responsibilities, and to participate consciously and actively in the political life of society. Uzbekistan is on the way to building a democratic law-governed state and a just civil society. Large-scale reforms are carried out in the country in the sphere of economy, politics, state building, legal system and moral transformation of society. The legal basis for the ongoing reforms has been created. The legal basis of social and political life is consistently being strengthened and improved.*

**KEYWORDS:** Law, Consciousness, Culture, Personality, Family, Mahalla, Customs, Nationality, Crime, Violation Of The Law.

## INTRODUCTION

Uzbekistan is on the way to building a democratic law-governed state and a just civil society. Large-scale reforms are carried out in the country in the sphere of economy, politics, state building, legal system and moral transformation of society. The legal basis for the ongoing reforms has been created. The legal basis of social and political life is consistently being strengthened and improved.

In his speeches, President Mirziyoyev spoke about the importance of legal awareness and legal culture. In particular, in his speech on the 27th anniversary of the adoption of the Constitution of the Republic of Uzbekistan, he expressed the following: all cadres, be it minister, governor or ordinary citizen, thoroughly understand the constitution and laws, organize their implementation and, above all, members of society. We need to create an environment that must be followed. The notion that "the constitution and the rule of law are the guarantee of a prosperous life" emphasized the importance of deepening in the minds and hearts of our citizens.

It should be noted that law as a phenomenon of spiritual life belongs to the sphere of social consciousness [2]. Law, creativity, law enforcement, and other legal phenomena can be viewed as a peculiar achievement of a universal culture, with a special understanding of jurisprudence to be expressed. The category of "legal consciousness" serves as such concept, reflecting a particular measure of legal reality.

Legal awareness actively influences the regulation of multifaceted life processes in the society and the state, mobilizes the masses in creative work, and promotes the preservation and strengthening of public order. High legal awareness of the society and respect for the law are the key to effective functioning of a democratic state, political and legal system.

Wide-ranging efforts have been undertaken to build a democratic state, a strong civil society, to develop an economy based on the priority of free market relations and private property, to create conditions for a peaceful and prosperous life, and to secure Uzbekistan a worthy place in the international arena.

Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoev No. UP-4947 dated February 7, 2017 approved the Strategy of Action for the Development of the Republic of Uzbekistan in five directions of development of the Republic of Uzbekistan in 2017-2021 to "radically increase the effectiveness of reforms". Creation of conditions for ensuring comprehensive and accelerated development of the state and society, implementation of priority directions of modernization of the country and liberalization of all spheres of life ".

At the core of the strategy outlined in this Decree, it is desirable to define the concept of rule of law as an axiom of modern civil society. To deny or undermine this principle in any area of state or society, and to undermine legal culture, results in denial of rights and, as a consequence, social chaos.

The objective necessity of the rule of law is explained in the legal state that failure to ensure the rule of law, the development of legal culture in the hands of the youth, leading to the future of the state, will lead to crisis rather than strengthening of the state power. This is because the failure to recognize the rule of law in any area of government leads to a denial of the priority of society, the exclusion of power from society, and the view of the individual as an object of relationship, not as a subject of bilateral relations.

The high legal culture is the foundation of a democratic society and the maturity of the legal system. [4] It is a factor that actively influences various life processes in society, promotes the consolidation of citizens, all social groups, and promotes the integrity and integrity of society. Respect for the law is one of the main requirements of the legal society, effective functioning of political and legal systems.

Legal culture is an integral part of the common culture. It is important for people to have such confidence that only those who have the legal knowledge and can apply them in practice can be considered cultured and educated.

Legal awareness is, first and foremost, a set of concepts and emotions that express the right, the attitude of people to the law, both current and ideal. [5] Legal awareness is one of the forms of social consciousness, which is a set of ideas, feelings, perceptions and visions of people in relation to law, law, law and order and other legal events.

Legal awareness: First, it is the source of law that represents the needs of society; secondly, it is one of the necessary factors for the implementation of the right to social reality; thirdly, it helps to understand how individuals' behavior complies with legal norms and serves as a tool for assessment.

The main components of legal consciousness are: legal psychology (psychology) and legal ideology (ideology).

Legal consciousness can be classified according to subjects (individual legal consciousness, group legal consciousness, social legal consciousness).

Individual legal consciousness is a set of legal knowledge, evaluations, emotions and feelings that are unique to each individual.

Social legal consciousness is a set of legal concepts, principles, concepts, theories, feelings that are promoted by society or its particular social classes or classes.

According to the level of legal consciousness, that is, the level of legal consciousness, scientific legal consciousness, professional (professional) legal consciousness.

Typical legal awareness is based directly on people's living conditions and their life experiences. Spiritual elements - emotions and passions play a great role in it.

Professional legal awareness is the legal awareness of lawyers, ie professionals who require special knowledge and practical experience of training.

The scientific legal awareness is the ideas, concepts, ideas expressed in systematic and theoretical development of law.

Legal culture is the level of legal knowledge, conscious attitude to the rights, respect and observance of rights.

Legal awareness is a set of views, ideas, feelings, evaluations, and spiritual attitudes of members of society about the law, about the actual events in public life. From this perspective, if we look at the nature and essence of legal consciousness formed in Uzbekistan over the years of independence, its contents will reflect a set of views, visions, feelings, and spiritual experiences of citizens about the democratic legal values and principles that have been established in society.

Raising legal awareness and legal culture in society is one of the most important conditions for ensuring the rule of law and strengthening the rule of law [6].

Taking into account the above, it is necessary to emphasize the following notions in the formation of the cultural sensitivity of these young people [7]:

First Concepts of Teaching the Constitution;

- Basic legal knowledge intended for daily use;
- Methodological manuals on legal games, classes and programs

Increasing the legal awareness and legal culture among the youth is about the role of the makhalla, and it addresses various issues among the population, such as migration, financial aid, land acquisition, housing, utilities, benefits, alimony, employment, education and more. Others should provide legal information in the form of booklets, flyers, flyers and posters. At the same time, it is desirable to work with the makhalla to raise awareness of the newly adopted legislation to assist preventive inspectors, members of the Mahalla posboni community and members of the Fidokor Yoshlar public patrol groups.

In addition, the organization of free legal counseling courses and meetings by relevant staff of the specialized agencies in order to improve the legal knowledge of young employees in government agencies and organizations is an important issue. After that, it is desirable to organize legal advocacy groups, "Legal Culture Month", "Ethics Month" and "Anti-Corruption Month" in the regions based on the legal skills acquired by these young state bodies and employees.

It should be noted that the society and the state are interested in the education of socially active and law-abiding citizens. The state pays special attention to legal culture, which is an integral part of the cultural life of society.

The purpose of legal education is to provide everyone with the necessary legal knowledge not less than the established state standards.

Educational and educational work should be aimed at raising the level of legal awareness of the individual up to an understanding of the most general legal principles and norms that meet the interests of the individual, society and the state.

Legal education should be continuous and provided from an early age. Children should be aware of the rules of conduct in pre-school institutions, gain a basic understanding of moral and some legal norms, and this knowledge should be broadened and deepened in the future, and should have a clear legal character.

Providing free access to legal information, creating real conditions for everyone to enhance their legal knowledge enables citizens to exercise their rights and freedoms properly, to fulfill their responsibilities, and to participate consciously and actively in the political life of society.

Legal education should be eliminated from the past only one-way information - education, and it should be closely linked with the task of strengthening the rule of law, protection of the rights and freedoms of citizens.

It should be noted that legal education is not limited to educating people in the spirit of law, law, legal education, positive attitude to the law and the law, but is fully reflected in the social and legal activity of the person and his legal culture.

Based on the foregoing, the following can be highlighted as suggestions and comments. Including:

First of all, it is necessary to create unused mechanisms of education and upbringing, to effectively use them, to introduce new forms and means of education and to strengthen the material and technical basis for improvement of legal education and training of the population.

Secondly, respect for the law is based on the legal awareness and culture of our people. That is, some people obey the law out of fear of punishment, while others respect the law according to their childhood education. Therefore, first of all we need to establish legal awareness among the population, especially the youth.

Third, we need to teach our children the differences between the notions of "good" and "bad", "impossible" and "impossible", and we should always be our personal example.

Fourthly, to further develop the patriotic spirit among young people, it is necessary to effectively limit the legislation and improve the mechanisms of implementation of state powers;

Fifthly, "law" classes are taught in schools, but their content is superficial, and it is no secret that the educational value of the law has come to the second place.

Sixth, there is no systematic promotion of legislation by the relevant authorities. Therefore, we need to promote the legal knowledge and content of the laws effectively, using educational institutions, the media, the Internet resources, the possibilities of literature, art, and religious institutions.

To summarize, the policy pursued by the Republic of Uzbekistan towards the rule of law, combating various crimes and other offenses opens up new perspectives and opportunities for our country in these areas, and, of course, to further improve the mechanisms of implementation of international law; further improvement of mechanisms for the implementation of these norms, implementation of the rule of law by the state of "national pact sunt servanda" principle to further improve the legal system, the optimization of the activities of state bodies and the impact on the scope of the rule of law to set limits.

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Proceedings of the 7th Republican scientific-practical conference. TSU Publishing House, 2019. 234



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ISSN (online) : 2279-0667