

THE IMPACT OF AGE YEAR OF EXPERIENCE ON ORGANIZATIONAL COMMITMENT OF WORKING WOMEN

Dr. Sushil Kumar* Dr. Jashvi Srivastava**

Abstract

The purpose of this study was to explore the impact of the demographics key variables including age, years of experience on organizational commitment of working women. This study was conducted in many educational institute of Jaunpur city 200 female working teacher of intermediate and degree college level were randomly selected for the present study. The results revealed that the organizational commitment varies among those demographics key variables.

Keywords- Age, years of experience, organizational commitment.

Introduction- Organizational commitment is defined as the desire on the part of an employee to remain a member of the organization. Organizational commitment influences whether an employee stays a member of the organization (is retained) or leaves to pursue another job (turn over) it is important to acknowledge that turnover can be both voluntary and involuntary.

Voluntary turnover occurs when employee themselves decide to quit, involuntary turnovers occurs when employee are fired by the organization for some reason. Our attention in this chapter is focused primarily on reducing voluntary turnover keeping the employees that the organization want to keep. Employees who are not committed to their organizations engage in withdrawal behaviour, defined as a set of action that employees perform to avoid the work situation behaviours that may eventually culminate in quitting the organization. All the studies found of the senior woman administrator were reviewed the first three studies that or reviewed examine the role of the senior woman administrator. These include studies by Swearingen (1999) clausen and lehr (2003), and Osborne and Shields (2002). Other studies in the review examined the characteristics, experiences, and perceptions of senior woman administrators, (Dohm, 200; Hartfield, 2003; Hay, 2003; Sagas & Cunningham, 2004; Tiell 2005a, 2005b, 2005c). The role of senior woman administrator is very vague and unclear to many SWAs. Swearingen (1999) conducted a study to examine the senior woman.

Administrator role in collegiate athletic department. The sample for the study included 34 SWAs from NCAA Division I member institutions and 33 SWAs from NCAA Division III member institutions. The participants completed questionnaires and four SWAs were interviewed in an attempt to express the responsibilities and role of the SWA. The results revealed that SWAs of NCAA division I member institutions and SWAs of NACC Division III Member were significantly different ($p < .05$) in the areas of female assistant coaches, Annual and monthly evaluation of title IX compliance, developing and implementing program changes for title IX compliance issues, and prior year of athletic administering. Result from the interviewing revealed women's feeling of powerlessness, pigeon-holing, stereotypes, and male domination.

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When examining the demographic variables of ethnicity, marital status current annual salary, age year in present position, highest degree earned, and alumni status, several studies are discussed. The studies in the review vary in setting but provide valuable insight into the relation between the demographic variables and organization commitment.

In the following literature, the term "race" synonymous with the term "ethnicity" which is used in the present investigations the term "tenure" is synonymous with the term "year in present position", which is used in the present investigation. finally, the term "level of education" is synonymous with the term "highest degree earned" which is used in the present investigation. Tsui, Egan, and O'Railly 1992 Conducted a study on relational demography and organizational commitment, The dependent variable of organizational attachment was measured by a ten-item value commitment index (Angel & Perry, 1981) which was derived from porter et age. (1974) organizational commitment scale Absences were calculated from individual attendance records from the past 12 month. Intent to stay was measured with a two item instrument, Doherty and Chelladurai (1999) state that prior research has focused on the demographic attributes of age, race and gender, which is the premise for cultural diversity in their article. The article brings result from various authors research and theory. Milliken and martens (1996) describe the benefits of a culturally diverse work force as more co-operative, creative and productive of higher quality ideas.

Advantage of a more homogenous ethnic and racial group include effective problem solving and alternative generated. Milliken and martens (1996) concluded that on organization is also at risk of increased ambiguity, complexity and confusion caused by different perceptions and miscommunication resulting from cultural diversity (Doherty & chelladurai 1999, P. 284) Bhagat (1985) and ford (1985) state that the ethnic and racial minority individuals within an organization are less satisfied with their carrier and consequently withhold their unique contribution of the group

Age and Tenure- Age and tenure are considered important. Correlates of organizational commitment. However, the relation between these variable and organizational commitment were found to be Relatively by weak. This Meta-analysis examines the relation between age and tenure. Organizational commitment across different time frames of employment stages. The numbers of sample dealing with the relation between organizational commitment and age and between organizational commitment and tenure were 84 and 80, respectively. Age and tenure were divided into time frames of employment stages and a separate meta analysis was conducted for each of these subgroups. The finding indicated different patterns of relations across employment stages. The relation between organizational commitment and age was strongest for the youngest subgroup. The relation between organizational commitment and tenure was strongest for the oldest tenure subgroup. These findings are discussed in terms of the practical and conceptual implications of the differences between age and tenure in their relation with organizational commitment and with a view to future research. The issue of organizational commitment continues to receive Attention both from scientists and Practitioners, this interest is evidenced by numerous studies examining the relations between organizational commitment and its antecedents and out comes (for reviews Griffin & Bateman. (1986) ; Mathieu & Zajac, (1990). One of the main reasons for the interest in organizational commitment is its relation to important organizational outcomes such as turnover (porter, steers, mowday & Boulian, 1979) Turnover intentions (Shore and mortin, 1989), Performance (mayer, paunonen, Gellaly, Goffin, & Jackso, 1989), and absenteeism (Farrell & Peterson 1984).

Objectives- The present study is conducted with following-

To explore the impact age, years of experience on organizational commitment of working women.

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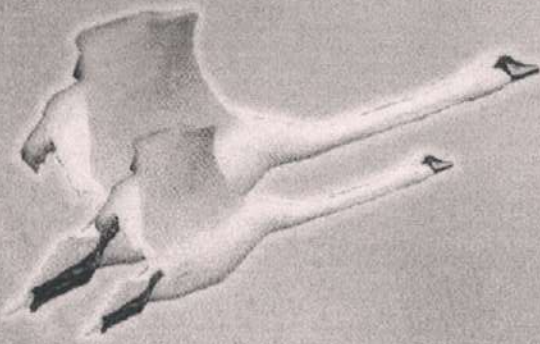
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अखिल गीत शोध-दृष्टि

मानविकी एवं समाज विज्ञान पर केन्द्रित अन्तरराष्ट्रीय शोध अर्द्धवार्षिकी

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प्रसार

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Relation of Smartphone Addiction with Well Being and General Health among University Students

-Janhvi Srivastava*

Background and Objectives :

The present study was planned and executed with the aim to investigate the relationship between Smartphone addiction, general health, well being. In this study I have taken those students who use Smartphone for at least 5 hours per day.

A spearman's Rho test was used to examine the differences between the variables. The result revealed no significant relationship between the variables.

Keywords- Smartphone addiction, general health, well being.

Methods:

In all 100 participants were randomly selected (male-49, female-51) of university students (V.B.S.P.U. Jaunpur). They were administered the SAS, GHQ, PGI.

Introduction-

The Smartphone

A smartphone is a mobile phone with highly advanced features. A typical smartphone has a high-resolution touch screen display, WiFi connectivity, Web browsing capabilities, and the ability to accept sophisticated applications. The majority of these devices run on any of these popular mobile operating systems: Android, Symbian, iOS, BlackBerry OS and

Windows Mobile. These are a class of mobile phones and of multi-purpose mobile computing devices. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing [1] over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming).

Improved hardware and faster wireless communication (due to standards such as LTE) have bolstered the growth of the smartphone industry. In the third quarter of 2012, one billion smartphones were in use worldwide. Global smartphone sales surpassed the sales figures for

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Relation Between Spirituality and Well Being Among Adolescents

Smriti Srivastava* Dr. Janhvi Srivastava**

Abstract : This paper is a study of adolescents, well being and spirituality. 100 participant , included in this study which comprised of 47 males and 53 females. The questionnaires included, The Daily Spiritual Experience Scale (DSES) is a 16-item self-report (Underwood,L.G.2006) measure designed to asses ordinary experiences of connection with the transcendent in the daily life. The Personal Well Being Index (PWI) was developed by the International Well Being group (2006). In spirituality, the mean of female are greater than male but S.D. of male is greater than female . In well being, the mean and S.D. of female is greater than male . Result of the study revealed that there is positive correlation between spirituality and well being among adolescents.

INTRODUCTION

Spirituality : Spirituality is the broad concept of a belief in something beyond the self. It may involve religious traditions centering on the belief in a higher power, but it can also involve a holistic belief in an individual connection to others and to the world as a whole.

Spirituality offers a worldview that suggests there is more to life than just what people experience on a sensory and physical level. Instead, it suggests that there is something greater that connects all beings to each other and to the universe itself. It also proposes that there is ongoing existence after death and strives to answer questions about the meaning of life, how people are connected to each other, truths about the universe, and other mysteries of human existence.

Spirituality means different things to different people. For some, it's primarily about a belief in God and active participation in organized religion. For others, it's about non-religious experiences that help them get in touch with their spiritual selves through quiet reflection, time in nature, private prayer, yoga, or meditation.

Many people identify as spiritual but not religious : With a few exceptions, the percentage of adults who identify as religious in many industrialized countries is declining, while remaining generally high in less developed nations. Even as religious affiliation decreases, though, a sense of spiritual identification could remain steady or even increase.

Spiritual and well-being plays an important role in mental, emotional and physical health. Spiritual and well being is associated with a specific religion but does not have to be. Spirituality provide an opportunity to detach from circumstances and observe life with clarity and integrity. Spirituality can either be positive or negative. Spiritual and well-being is a state in which the positive aspects of spirituality differs from one person to the other. Through proper spiritual and well-being, people are empowered and realize their issues, stressors, and challenges, and these are not defined by these circumstances. This realization paves a pathway to greater peace, freedom of self-expression, increased manageability over the healing process and higher self-esteem.

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PARADIGM SHIFTING FROM CLASSROOM EDUCATION TO ONLINE CLASSES DURING COVID-19 PANDEMIC

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ABSTRACT

Corona virus disease (COVID-19) is an infectious disease caused by newly discovered corona virus. It is slowing down the world economy. Each and every sector whether working or non-working has been totally affected by it. Educational issues have grown up to a very large extent due to the pandemic. Educational issues are one of major issues among those topics which need to be taken into consideration now days. Internet has changed the things that how we communicate nowadays, Online teaching during this pandemic Covid-19 has proved to be another perk of technology. Teachers are efficiently taking online classes but the questions arise the consideration and challenges that students and teachers are facing. Study is to throw light on some of the major concerns regarding it.

KEYWORDS: Paradigm shift, education, online teaching, technology.

INTRODUCTION

Online teaching is major technological evolution from traditional classroom teaching. "Paradigm shift", word as identified by American physicist Thomas Kuhn, is a fundamental change in the basic concept and experimental practices of scientific discipline. (Kuhn,1962). During the pandemic online education has become a big platform for students and teachers to make study possible to very much extent. In the last two decades, online education has been considered to be highly important in the field of higher education (Allen& Araman,2014). In a developed country like America, making online learning an integral part of higher education due to many courses being made online (Li& Irby,2008; Luyt,2013; Lyons,2004). In this time of epidemic, UGC has given the guidelines of online education, it is mandatory that it is due to technology that teachers and students are able to do the work of teaching studies smoothly in this period. Online education has a great flexibility in terms of the its diversity. there are huge classes of online courses available for students where age, community, gender, timing and any other type of discrimination does not matter. Online education also helps the full time employed students. online learning programme contributes not only the preference for an online course format but also to their success in any academic setting (Richardson et all 1999).

A handwritten signature in blue ink, appearing to be 'Dr. Janhvi Srivastava'.

Research Progress of Artificial Psychology and Artificial Intelligence in India

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Abstract- Artificial Psychology is a discipline that uses information science to achieve a more comprehensive coverage of human psychological activity with artificial machine like: computer and algorithmic models. In the field of information science, researchers have regarded the imitation of human brain, human intelligence, and human behavior as important research directions and contents. A review of automation science and technology shows that more people use brain science, psychology, neuroscience or cybernetics and theory of controlled source in studying algorithms

Artificial Intelligence refers to the ability of machines to perform cognitive tasks like thinking, perceiving, learning, problem solving and decision making. Initially conceived as a technology that could mimic human intelligence, AI has evolved in ways that far exceed its original conception.

Index Terms- Artificial Intelligence, Artificial Psychology, Deep Learning, Machine Learning.

I. INTRODUCTION

After decades of research, today AI has topped the heights of achievements in technology.

With incredible advances made in data collection, processing and computation power, intelligent systems can now be deployed to take over a variety of tasks, enable connectivity and enhance productivity. As AI's capabilities have dramatically expanded, so have its utility in a growing number of fields.

The truly transformative nature of the technology, yet the nascent stage of its adoption worldwide, provides India with an opportunity to define its own brand of AI leadership. #AI for All - the brand proposed for India implies inclusive technology leadership, where the full potential of AI is realized in pursuance of the country's unique needs and aspirations. The strategy should strive to leverage AI for economic growth, social development and inclusive growth, and finally as a Garage for emerging and developing economies.

Adoption of AI across the value chain viz. startups, private sector, PSUs and government entities, will truly unlock the potential by creating a virtuous cycle of supply and demand. The barriers to AI development and deployment can effectively be addressed by adopting the marketplace model - one that enables market discovery of not only the price but also of different approaches that are best suited to achieve the desired results. A three-pronged, formal marketplace could be created focusing on

data collection and aggregation, data annotation and deployable models.

The content of artificial intelligence research focuses on how to express, acquire, and use knowledge. Artificial intelligence, however, is only the preliminary stage in the field of personification research because human psychological activities include feeling, perception, memory, thinking, emotion, will, character, and creation. Among these activities, only feeling, perception, memory, and thinking are encompassed by artificial intelligence; thus, its scope is limited. Therefore, to study artificial psychology and artificial emotion and develop cutting-edge technology and industrial applications in these fields, artificial intelligence research (research results and research methods) must be used as theoretical basis; new theories and methods in psychology, brain science, neuroscience, information science, computer science, and automation science should be integrated; and psychological activities, particularly emotion, will, character, and creation, should be simulated.

Two CLOSELY RELATED ASPECTS of Artificial Intelligence that have received comparatively little attention in the recent literature are research methodology and the analysis of computational techniques that span multiple application areas. We believe both issues to be increasingly significant, as Artificial Intelligence matures into a science and spins off major application efforts. It is imperative to analyze the repertoire of AI methods with respect to past experience, utility in new domains, extensibility, and functional equivalence with other techniques, if N is to become more effective in building upon prior results rather than continually reinventing the proverbial wheel. Similarly, awareness of research methodology issues can help plan future research by learning from past successes and failures. We view the study of research methodology to be similar to the analysis of operational AI techniques, but at a meta-level; that is, research methodology analyzes the techniques and methods used by the researchers themselves, rather than their programs, to resolve issues of selecting interesting and tractable problems to investigate, and of deciding how to proceed with their investigations. A public articulation of methodological issues that typically remain implicit in the literature may provide some helpful orientation for new researchers and broaden the perspective of many AI practitioners.

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Psychosocial Challenges Faced by Students During Covid-19 Pandemic

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ABSTRACT

Background. Psychosocial problems refer to the difficulties faced by adolescents in different areas of personal and social functioning and psychological functioning during COVID-19 Pandemic. Therefore, this study was conducted to identify psychosocial problems among Board Appearing Students of Jaunpur district in

India.

Methods. Non probability convenient sampling technique was used for selecting respondents. PSC-Y Questionnaire was used for data collection. In this scale Reliability coefficient of the Y-PSC was 0.808. Data collection was done in 2021. Descriptive statistics were used to analyze the data.

Results. The findings of this study shows that 39 percent of High School and 44 percent intermediate adolescents had psychosocial problems. While categorizing psychosocial problems, the adolescents had internalizing problems (40%), attention deficit hyperactive disorder (ADHD) (54%), and externalizing problems (20%).

Conclusion. It is concluded that psychosocial problems (i.e., internalizing problems, ADHD, and externalizing problems) were prevalent among Indian school adolescents. This study recommended that school authority, health professionals, and other professional related to child health and mental health should play an important role for the prevention and earlier recognition of and intervention for psychosocial problems and should seriously take care of all School going students

From physical to digital: what drives generation Z for mobile commerce adoption?

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Abstract

Purpose – This study aims to identify factors affecting generation Z as the early adopters of mobile commerce (m-commerce). The research seeks to explore their behavioral intention to adopt m-commerce in India with consideration of gender differences while providing empirical validation for the theory of planned behavior (TPB).

Design/methodology/approach – In this study, a modified TPB model has been used to explain generation Z's intention to adopt m-commerce. The proposed model was tested using a survey method with a sample of 245 students from a private university in Northern India. Subgroup analysis was performed to find gender differences in the process of adopting m-commerce.

Findings – All three independent constructs have a positive influence on the behavioral intention of generation Z to adopt m-commerce. Further, the male subgroup has a lower beta value for attitude and higher beta value for subjective norm in comparison to the female subgroup. For perceived behavioral control, no significant difference in beta value across gender could be established.

Practical implications – A better understanding of generation Z behavioral intentions will be of great use to telecom companies, marketers and electronic commerce companies to formulate strategies to expedite the use of m-commerce. As gender plays an important role in attitude and subjective norms, companies are advised to target their communication tactics in accordance to gender.

Originality/value – To the best of the authors' knowledge, this study is one of the first to test TPB and generation Z association in the context of m-commerce adoption in India. Data regarding the difference between the two genders has also shed light on the uniqueness of the context.

Keywords Subjective norm, Theory of planned behavior, M-commerce, Perceived behavioral control, Buying intention, Generation Z, Attitude

Paper type Research paper

1. Introduction

The growing popularity of mobile devices and the proliferation of mobile technologies has led to the emergence of mobile commerce (m-commerce) as a new business phenomenon (Zheng *et al.*, 2019). m-commerce refers to the business activities conducted through internet-enabled mobile devices (Ko *et al.*, 2009). Compared to electronic commerce, m-commerce offers a unique set of advantages such as instantaneity, ubiquity, localization, personalization and identification (Wang *et al.*, 2015). Mobile technology is a new, fast-growing marketing communication tool that has evolved, and in India, it is supposed to surpass electronic commerce (Nielsen report, 2013). This shift from "e" to "m" happened quickly (Business World, 2014). As envisaged by the Government of India (GoI) in their "Digital India" 2019 vision document, the aim is to achieve a leadership position for India in the field of information technology (IT). According to Deb and Agrawal (2017), until every Indian adopts digital channels to access a wider range of financial and non-financial services, the GoI's initiatives for "Digital India" cannot be realized.

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Love of life, happiness, and religiosity in Indian college students

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ABSTRACT

The aims of the present study were (1) to explore sex-related differences, (2) to estimate the associations between love of life, happiness, and religiosity, and (3) to investigate the components from the correlation matrices. A sample of Indian college students ($N = 370$) took part in this study. They responded to the English versions of the Love of Life Scale, the Arabic Scale of Happiness, and the Arabic Scale of Intrinsic Religiosity. Results indicated that women obtained the higher mean scores on love of life and religiosity than did men and the effect size was small. All the correlations between the scales were statistically significant and positive. Principal components analysis extracted one component and labelled: Well-being and religiosity. It was concluded that those who consider themselves as religious experienced greater love of life and happiness.

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KEYWORDS

Love of life; happiness;
religiosity; college students;
India

Introduction

One of the main trends in contemporary psychology is the emergence of positive psychology. It studies the strong aspects of human life and virtues, such as well-being, happiness, satisfaction, optimism, hope, insight, honesty, persistence, resilience, rationality, mental health, religiosity, creativity, courage, and meaningfulness, among other subjects (see, e.g., Argyle, 2002; Aspinwall & Staudinger, 2003; Carr, 2004; Chang, 2001; Diener, Suh, Lucas, & Smith, 1999; Loewenthal, 2000; Seligman, 2002; Snyder & Lopez, 2002; Veenhoven, 2011). Subjective well-being (SWB) is an important theme in positive psychology. Love of life (LOL) was proposed by Abdel-Khalek (2007b) as one of the components of SWB.

The numbers of psychological studies on love are few in proportion to that on hate and aggression. Rubin (1970, 1973) was the first social psychologist to develop an instrument designed empirically to assess romantic love. It includes three components: affiliated and dependent need, a predisposition to help, and an orientation of exclusiveness and absorption. Rubin (1970) described love as an attitude that affects one's behaviour toward specific people or love objects. More recently, Sternberg (1997) defined three components of love: intimacy, passion, and commitment.

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Flexibility in service operations: review, synthesis and research agenda

Flexibility in
service
operations

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Abstract

Purpose – The purpose of this paper is to present a systematic review of flexibility, to identify the gaps in theory and to propose a future research agenda.

Design/methodology/approach – This paper combines a systematic review and thematic analysis of scholarly articles of flexibility. The articles are analyzed to explicate the dynamics of flexibility in service operations. Thematic analysis was done using NVIVO 10.0 to identify key approaches, trends and future research agenda.

Findings – The review reveals ten different themes that highlight the future research avenues and points out that an integrative framework to assess the field of flexibility, particularly in developing countries, is largely missing in the literature. The study also provides a set of research questions to enhance its explanatory power.

Research limitations/implications – Articles that explicitly mention “flexibility” were only included, however, there may be several unexploited areas regarding the influence of different variables on flexibility. The study is based on the inductive analysis of 650 published articles on flexibility retrieved from the electronic database. The framework proposed in the study is conceptual and requires empirical testing in future research.

Originality/value – The study synthesizes the flexibility literature and contributes to a set of ten distinct themes that extricate the dynamics of flexibility. The study provides a comprehensive review of the relevant articles and identifies the theoretical gaps in the research area of service operations flexibility that can be used by academia and industry for promoting flexibility.

Keywords Uncertainty, Service operations, Flexibility, Themes, Literature review

Paper type Research paper

1. Introduction

Scholars and practitioners have extensively examined how service operations are faced with a high degree of uncertainty and argue that flexibility is essential in multiple fronts for customer value creation (Skálén *et al.*, 2015; Brozovic *et al.*, 2016). Flexibility refers to “an organization’s ability to provide a rapid response mechanism to the uncertainties while simultaneously being adaptive to changes in the environment” (Dreyer *et al.*, 2012). Many authors have pointed out flexibility as adjustments in service capacity and to deliver customized service rapidly (Saurez *et al.*, 1996; Aranda, 2003). From an assessment point of view, the concepts of flexibility constitute an open system and need an exploration across the value chain. Considerable attention in the field of service operations flexibility has been received in the last two decades (Verdu-Jover *et al.*, 2004; Toni and Tonchia, 2005; Aryee and Potter, 2010). Recent studies have not only emphasized the relevancy of flexibility but also argue that it is vital for sustainability and improved performance (Lucianetti *et al.*, 2018). Therefore, to make the phenomena more visible and organize knowledge for the improved understanding of the field, an assessment of flexibility is required.

There is an increasing corpus of flexibility articles in several study context and levels of analysis. The literature of flexibility has seen impressive growth and crosses disciplinary

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Interplay of organizational justice, psychological empowerment, organizational citizenship behavior, and job satisfaction in the context of circular economy

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937

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Abstract

Purpose – The purpose of this paper is twofold: first, to examine relevant organizational “human” aspects that support circular economy (CE); and second, to investigate the influence of perception of organizational justice (OJ), psychological empowerment on job satisfaction (JS) through mediating role of organizational citizenship behavior (OCB).

Design/methodology/approach – The study used survey questionnaire. The data were statistically analyzed using structural equation modeling (SEM) to test hypotheses of the study.

Findings – OJ positively and significantly influences psychological empowerment. Also, it was found that OCB and psychological empowerment to positively and significantly influence JS. Furthermore, OCB positively and significantly mediates the influence of OJ and psychological empowerment on JS.

Practical implications – Employees should be provided with fair and empowering environment to derive positive outcomes in terms of organizational citizenship behavior and JS. The study also suggests recognizing the importance of OCB in an organization to enhance JS and support CE.

Originality/value – The study presents empirical evidence in Indian context on how to encourage employees to display voluntary job behaviors and keep them job satisfied.

Keywords Job satisfaction, Organizational citizenship behaviour, Organizational justice, Psychological empowerment, Circular economy

Paper type Research paper

Introduction

The extant literature on circular economy (CE) suggests it as a new business model for sustainable development (Jabbour *et al.*, 2017; Mathews and Tan, 2011; Naustdalslid, 2014) and integration of economic activity and environmental well-being (Murray *et al.*, 2016) that to rely on 3Rs principles – reduction, reuse and recycle (Lett, 2014; Su *et al.*, 2013). We argue that the CE offers economic outline grounded in circular movement of products and materials (Masi *et al.*, 2018) and it emphasizes on replacing production systems based on the linear consumption model to a kind of closed system that ensures reusing resources and conservation of energy (Geng *et al.*, 2012). In other words, the CE focuses on removal of the prevailing linear economy model of “take,” “make” and “dispose” which does not possess inbuilt mechanisms of preserving environment (Su *et al.*, 2013). Furthermore, in order to implement the CE, the organizations should emphasize on the 3R principles – reduction, reuse and recycle (Zhu and Qiu, 2007) in their sustainable value creation processes. Such a positive environmental attitude of organizations results in considerable improvement in

Ajai Singh



Effect of economic growth initiatives on regional economies: a study in the Indian context

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Abstract: In the present context when India is preparing to witness huge economic expansion through numbers of development programs and initiatives, it becomes important to evaluate them on the basis of their usefulness, structure and evenness in development by analysing different studies in the same field, an attempt has been made to find suitable approaches required for economic development. Increase in regional disparity in the phase of economical development makes the central issue of the paper and the study have been done to find viable methods to minimise it.

Keywords: economic development; entrepreneurial development; 'Make in India'; Indian economic development initiatives; India.

Reference to this paper should be made as follows: Tripathi, V., Singh, A.P. and Roy, R. (2018) 'Effect of economic growth initiatives on regional economies: a study in the Indian context', *Int. J. Entrepreneurship and Innovation Management*, Vol. 22, No. 3, pp.286-297.

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MANAGEMENT OF SUBSTANCE USE DISORDER IN AN ADOPTED YOUNG WOMAN : A CASE STUDY

□ Jyotsna Gulati*
Annu Tyagi**

ABSTRACT

Objective : To study the factors and management of factors responsible for substance use disorder in an adopted female. **Method :** Both official and informal evaluations were conducted. On an informal level, a detail clinical interview was done, a mental status examination was performed, and a subjective rating of symptoms was obtained; on a formal level, drug screening questionnaire, cope inventory, perceived stress scale was performed. For the purpose of management and rapport building psycho-education, cost-benefit analysis, relaxation techniques, Supportive psychotherapy, addiction cycle, written ventilation, assertiveness training, anger management, stress management, coping skills, and relapse prevention strategies were employed. **Results :** The overall outcome of process was improvement in the desirable behavior with the rate of 50% improvement. On further exploration environmental factors were elicited which was initiating and maintain the substance seeking behavior **Conclusion :** Overall improvement was seen in the desirable behavior, but for holistic improvement and sustained recovery modifications in the environment factors was required.

Keywords : Substance use disorder, Stress, Coping Mechanisms, Environmental Factor

Introduction

Addiction is a serious condition defined by compulsive or difficult-to-control substance seeking and use, despite adverse effects. Most people make the decision to use drugs voluntarily at first, but chronic drug use can cause brain changes that test an addict's self-control and make it difficult to resist strong drug cravings.

The transition from adolescence into adulthood is a particularly formative period for a number of behaviors. In the case of substance use, both initial experimentation and continued use are thought to be due to both genetic and environmental influences.

Family, friends, as well as economic position and general quality of life, all are crucial part of a person's environment. Peer pressure, sexual and physical abuse, early drug exposure, stress, and parental supervision can all have a significant impact on a person's chance of drug

use and addiction.

According to Yoon et al., adopted children have higher rate of substance use disorder associated with genetic and environmental factors.

There have been very few studies in relation to environmental influences on substance use disorder. There has not been any large scale study in India whereas, the role of genetics on substance use is well documented.

This case will focus on the environmental factors precipitating and perpetuating substance use disorder in a young female. This case is likely to provide more information and insight on environmental factors.

So, we are presenting a case study of a young girl from Nagaland having opioid dependence where adoption and poor family support are acting as precipitating and perpetuating factors.

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RELATIONSHIP BETWEEN DISPOSITIONAL MINDFULNESS AND
PSYCHOLOGICAL WELL-BEING AMONG ADULTS

□ Annu Tyagi*
Alpna Agarwal**

ABSTRACT

Mindfulness refers to the process of paying a specific level of attention to moment-to-moment experience (Kabat-Zinn, 1990). Few have disposition to Mindfulness. The aim of the present study was to find out the relationship between dispositional mindfulness and psychological Well-Being among early adults in Hindi speaking states of India between the ages of 18-25 years. A total of 500 adults were included in the study who filled questionnaire online. Our findings indicate that dispositional mindfulness is positively associated with psychological well-being, and its different dimensions given by Carol Ryff.

Keywords : Dispositional Mindfulness, Psychological Well-Being, Adults

For the maintenance and promotion of well-being, many, psychological, philosophical & spiritual traditions highlight the relevance of awareness quality (Wilber, 2000). Still the concept of being mindful or benefits of staying focus in present is less explored. Mindfulness is the ability of an individual to remain focused in present situation without judging or weighing it as wrong or right.

Glomb, Duffy, Bono, and Yang (2011) defined mindfulness as "a state of consciousness characterized by receptive attention to and awareness of present events and experiences, without evaluation, judgment, and cognitive filters" (p. 119).

Mindfulness is age old technique in Buddhism which has immense importance in present day life. Practicing mindfulness is not related to Buddhism, but it focus on peaceful and harmonious relation with oneself and with everything in the world, It emphasise on exploring who we are, questioning our perspective of the outside world and our relation with place in it, and creating a sense of gratitude for each and every moment we are living (Kabat-Zinn, J. (1994). On the other hand mindlessness is absence of awareness, such as when

anybody refuses to recognize or focus to a thought, feeling, purpose, emotion or on an object (Brown & Ryan, 2003).

Several studies have supported that being mindful leads to better mental functioning and enhance psychological wellbeing. Depression, anxiety, and psychological wellbeing were all highly linked to mindfulness and certain of its aspects (Brown & Ryan, 2003).

A lot of clinical psychology studies used mindfulness to investigate a variety of psychological problems. Research on Mindfulness, has been shown to be linked with enhanced self-esteem, successful self-regulation, emotional stability, including decreased reaction to emotional stimuli (Brown & Ryan, 2003; Giluk, 2009; Masicampo & Baumeister, 2007; Rasmussen & Pidgeon, 2011).

Psychological well-being (PWB) can be defined as "a generalised feeling of happiness" (Schmutte and Ryff, 1997, p. 551). Ryff (1997) has defined it as "progressions of continued growth across the life course" (p. 99). He gave a six factor model of PWB which are

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Validation of the Factor Structure of Acceptance and Action Questionnaire-II (AAQ-II) in the Indian Context

Annu Tyagi¹ and Alpna Agarwal²

Abstract

Psychological inflexibility, is the rigid dominance of psychological reactions over chosen values, in guiding action. It as a faulty self-regulation process linked to poor mindfulness, avoidance of certain inner experiences, and a lack of clarity and commitment to personal ideals which results in mental health issues. The Acceptance and Action Questionnaire-II (AAQ-II) is a broadly used measure of psychological inflexibility. The present study aims to validate AAQ-II in Indian context and then evaluate its psychometric properties and factor structure. In this study, 7 items of the AAQ-II, developed by Bond et al. (2011), were translated in the Hindi language and adopted in the Indian context. A total of 1000 Hindi speaking adults (18 above) from different Hindi speaking states were included in the study. An Exploratory Factor Analysis and a Confirmatory Factor Analysis were performed to test the factorial structure of the AAQ-II, and the internal consistency of the scale was studied. The result supported the scale's unidimensionality. The obtained Cronbach's alpha revealed satisfactory internal consistency with a value of 0.84. Based on the psychometric properties obtained, it is concluded that AAQ-II is a reliable measure to assess psychological inflexibility among adults in India.

Keywords: Acceptance and Action Questionnaire-II (AAQ-II), Indian Adaptation, Exploratory Factor Analysis, Confirmatory factor analysis

There is a large and growing Body of Evidence that the mental health and behavioural performances of an individual depends more on how they deal with their thoughts and feelings. If they have rigidity that is in-flexibility in their thoughts it results in several psychological issues and on the other hand if they are flexible in their thinking pattern it results in less distress.

Psychological flexibility is the ability to be aware of and accept one's actual state without attempting to avoid or manage negative events is referred to as psychological flexibility. (Mc Craacken & Vowels, 2007; Hayes et al., 2006) It is a broad term that encompasses a variety of dynamic processes that take place over time. This can be seen in how a person (1) adjusts to changing situational demands, (2) re-allocate mental energy (3) transforms viewpoint, and (4) manages conflicting interests, desires, and life domains. Rather than focusing on particular content

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Validation of the Factor Structure of Acceptance and Action Questionnaire-II (AAQ-II) in the Indian Context

(inside a person), psychological flexibility definitions must take into account recurring interactions between people and their environments. (Kashdan 2010)

Psychological flexibility is defined as **Register** monitor an individual's thoughts and feelings in a conscious, non-judgmental manner and, if necessary, adjust behaviour to attain objectives and values (Hayes et al., 1999).

It has been reported to be linked with variety of psychopathologies, including depression, anxiety, and generalised psychological distress (e.g., Bond et al., 2011; Masuda & Tully, 2011; Venta, Sharp, & Hart, 2012).

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TRIBAL CULTURE AND LIVELIHOOD OF ATTAPPADY

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ABSTRACT

Attappady is a tribal block in the Mannarkkad taluk of Palakkad, Kerala, containing one of the state's largest tribal communities. Attappady is near the Nilgiri Hills and the Western Ghats, on the boundary between Kerala and Tamil Nadu. The reserve region is home to Irulas, Mudugas, and Kurumbas, each with their unique lifestyle, culture, and dietary habits. This research adopted a Participatory Action Research Method which includes qualitative methodologies and techniques such as interviews and participant and non-participant observation. Tribals are a component of Indian culture, and they practise a variety of rituals aimed at preserving the environment. The tribal culture is primarily made up of natural elements. The study shed light on the tribes' primary cultural features, such as their culture, tradition, sociocultural values, rituals, the current state of tribal life, and government initiatives.

Keywords: Tribal Culture, Livelihood of Attappady, Tribal Community

INTRODUCTION

Attappady is a tribal block in Palakkad's Mannarkkad taluk, with one of Kerala's largest tribal communities. Attappady is located on the border of Kerala and Tamil Nadu, near to the Nilgiri Hills and the

Western Ghats. Irulas, Mudugas, and Kurumbas live in the reserve region, each with their own lifestyle, culture, and eating habits. They dwell in Oorus, which are

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Study of Inter-Relationship Between Perceived Workplace Discrimination, Job Stress, Mental Well-Being, And Job Performance of Teachers

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ABSTRACT

Background: This study was planned to investigate the consequences of perceived workplace discrimination on job stress, mental well-being, and teachers' job performance in higher education. A conceptual model was proposed to illustrate the relationship between the study variables.

Methodology: A correlational research design was adopted, and convenience sampling was used for data collection of 200 teachers. The participants of this study represented different streams of science and arts and were asked to fill questionnaires to collect relevant information on the subject matter.

Results: Results show that (a) workplace discrimination is significantly positively related to perceived job stress, negatively related to mental well-being and overall job performance. Further, stepwise regression analysis shows that perceived job stress, job tenure, and workplace discrimination explain significant contributions (job stress emerged as best predictors of job performance) to the job performance of teachers and while job stress and gender explain significant contributions (job stress again emerged as best predictors of mental well-being) to the mental well-being of teachers. Results have been discussed in light of previous studies.

Keywords: Workplace Discrimination, Perceived Job Stress, Mental Well-Being, Job Performance.

(Paper received – 28th August 2021, Peer review completed – 15th September 2021)

(Accepted – 28th September 2021)

INTRODUCTION

*The workplace is still a venue for discrimination
Unknown*

Workplace discrimination is a persistent problem worldwide, despite legislation designed to prohibit and discourage these practices. According to the Equal Employment Opportunity Commission, 33,937 charges of race-based workplace discrimination, 24,582 age-based, 28,372 sex-based, and 10,601 charges related to national origin were filed in the 2008 fiscal year [1]. These U.S. estimates mark a record high informal complaint and a 15% increase over those filed in 2007 [1].

However, these statistics likely underestimate such occurrences because minority group members often minimize these experiences [2] and are notably reluctant to file formal charges [3]. Workplace discrimination can range from the systematic denial of people's rights based on their gender, sexual orientation, religion, ethnicity, age or other criteria to more informal verbal abuse that orient such characteristics. In general,

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**COLLECTIVE ACTIONS, SOCIAL DISTANCING AND BELIEF IN SCIENCE IN THE AGE
OF COVID-19: A CORRELATIONAL STUDY****Dr. Mahesh Kumar Maurya**Assistant Professor, Department of Psychology, C.M.P. Degree College, University of Allahabad,
Prayagraj (U.P.), India, Email: mahesh.psy.au@gmail.com**Dr. Manoj Kumar Pandey**Assistant Professor, Department of Applied Psychology, Veer Bahadur Singh Purvanchal University,
Jaunpur (U.P.), India, Email: dr.manojkumarpandey@yahoo.com**ABSTRACT**

The purpose of the study was to investigate the patterns of relationships between collective actions, social distancing and belief in science among general population in India. The study was conducted on a sample of N=235 (167 male and 68 female) general population in India. Participants' responses were obtained on questionnaires, which measured collective actions, social distancing and belief in science. Results indicated that collective actions were significantly, positively correlated with their belief in science and collective actions significantly, positively predicted 6.1 percent of variance in belief in science. Findings also showed that **social distancing** was significantly, positively correlated with their belief in science and social distancing significantly, positively predicted 17.6 percent of variance in belief in science among general population in India.

Keywords: *Collective Actions, Social Distancing, Belief in Science***Introduction****Collective Actions, Social Distancing and Belief in Science**

Moreover, this millennium has already suffered three pandemics (Namely Swine Flu in 2009, Middle East Respiratory Syndrome (MERS), Severe Acute Respiratory Syndrome (SARS)) and Covid-19 may not be the last. Yet, the global community has failed to develop a comprehensive, concerted plan of action, to combat this terror. Global war against the virus will require much more global collective efforts. This is because, as long as the virus is alive in some corner of the world, it can strike back and turn into a pandemic again. Further, national shutdowns have saved lives from the assault of Covid-19, but it poses the risk of losing lives to starvation and malnutrition, somewhere in the world if adequate steps were not taken. However, global collective action has been until now remained inadequate. Speaking of focus –east, west, north and south – COVID-19 has dominated and is dominating conversations at all levels of society. The trickle-down effect from high and inter-governmental dialogue to finding medical, economic and social solutions is being discussed by family and friends as well.

As the COVID-19 outbreak in India enters the community transmission phase, the country needs to introduce community-wide steps to increase physical distancing, government and media should clearly, transparently and regularly communicate the risks, health advice and response measures, including postponing gatherings and curtailing movement; as well as a continuation of essential health services and socioeconomic support for those in need, especially the most vulnerable. Again we would expect to see people in situation COLLECTIVE ACTIONS to get block or lessen virus spreads through destroy or kill them using hand sanitizers and face mask.

In the month of March, the Prime Minister had addressed the nations twice-on March 19 and

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Original Research Article

Impact of psychological distress due to COVID-19 pandemic on spouse interpersonal relationships

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ABSTRACT

Background: The novel virus, COVID-19, has proven to be a stressor on many levels due to factors like health, economic disruptions, lockdown, and stay-at-home orders. However, one of the significant stressors has been on relationships, primarily the intimate ones, like between spouses. To investigate the correlation between psychological distress and quality of spouse interpersonal relationships.

Methodology: The mixed research design (i.e., qualitative and quantitative methods) was employed on 119 participants between 22-62 years of age, followed by a semi-structural interview of 12 participants, all through virtual snowball mode due to the COVID-19 scenario. Socio-demographic profile, psychological distress scale, and the quality of spouse interpersonal relationships scale and a semi-structural interview schedule were used for data collection.

Results: The present study shows that psychological distress is negatively correlated with certain aspects like conflict, criticism, resentment, pressure, dominance, relative power, and exclusion of the quality of spouse interpersonal relationships. On the other hand, a positive correlation was observed with affection, emotional support, reliable alliance, satisfaction, companionship, and approval aspects of the quality of spouse interpersonal relationships. Qualitative results shows that argument with each other, disagreement, point out faults, pressurization for intimation, and violence with partner are some of the most prominent negative effects in their present life while developed understanding to each other, sense of trust, feel good, received love and affection, care for each other, emotional support, help in other household errands, and take care of children and parents are some of the positive aspects seen instead of the psychological distress perceived during this pandemic.

Conclusions: COVID-19 has had considerable effects on spousal interpersonal relationships and needs further study.

Keywords: COVID-19, Psychological distress, Spouse interpersonal relationships, Stressor.

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(Accepted – 15th December 2020)

INTRODUCTION

COVID-19 pandemic has drastically affected not just the physical but also the overall mental health of humans. In the past, pandemics like SARS have shown extreme psychological difficulties, like stress, anxiety, etc. and the effects are carried over post-outbreak too. The fear of family members being infected by the virus permeates all levels and is an excellent cause of perceived stress. Xiang et al. highlighted that

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THE RELATIONSHIP BETWEEN WORK STRESS, JOB SATISFACTION AND EMPLOYEES TURNOVER INTENTION : A STUDY ON INDIAN MANUFACTURING ORGANIZATION EMPLOYEES

P. Tripathi* and M. K. Pandey**

Job is an important part of life. Quality of life is affected if one is not satisfied with the job. Job satisfaction also affected the organizational commitment and employee's turnover intention. Work stress can have effects on employees' organizational commitment, job satisfaction and employees turnover intention besides other common factors. In this setting, this research holds the aim of examining the effects of work stress on organizational commitment, job satisfaction and turnover intention of employees. This descriptive-correlational study was performed on 128 employees working at manufacturing organization of Gurgaon, India, in 2015. The participants were chosen using a census approach. The tools for data collection included a demographic questionnaire, Cooper Work Stress Questionnaire, Camman, Fichman, Jenkins, and Fleish Job Satisfaction Scale, Bozeman and Pennew's organizational commitment scale and Cammann, Fichman, Jenkins, and Klesh Turnover Intention Scale. The analysis of the data from this study was done by using the SPSS software, version 21, using Descriptive Statistics and Correlation Coefficient Significant Test was used to investigate the variables. Results indicate that negative relationship between work stress and job satisfaction. It is also found that work stress positively related with turnover intention, job satisfaction negatively related with turnover intention. Results show that Work Stress directly or indirectly related on Job Satisfaction and Turnover Intention.

Work has become an essential part of our existence as human beings. Once we start working, the possibility is that we will spend almost all the remaining years of our lives at work. Nevertheless, certain factors within the organization often interfere with the workers' abilities to assist the organization achieve its goals. Job satisfaction and stress are inter-related things. If a person is stressed on his job and is not satisfied he will not be able to deliver his/her 100%, so his/her efficiency will be affected. Good organizations try that such an environment should be provided to their employees that they remain satisfied and unstressed with aim that their organizations excel to the maximum. Those organizations who do not care their employees get ultimately disappeared from this global market of competition.

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Original Research Article

Assessing the Mental Health And Quality Of Life Of Transgenders: The Role Of Perceived Discrimination And Harassment

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ABSTRACT

Background: The social response towards transgenders in India is very discriminatory and prejudiced in general. They are experiencing discrimination in all domains of their personal and social life. They are even deprived of in their own families. Discrimination is believed to be associated with worse quality of life. The aim of this study was to explore the relationship between perceived discrimination and harassment with mental health and further quality of life in transgenders population.

Methods: The sample consists 60 transgenders (30 'Gurus' or Leaders and 30 are the 'Chellas' or Student)) belongs to Varanasi (U.P.) and Chhapra (Bihar). A non-random purposive sampling including the snowball technique was used to collect the data. The age range of the respondents are 18 to 55 years. A questionnaire consists of self-developed scale of mental health, quality of life, discrimination and harassment were administered. A consent form was filled from participants before the administration of the questionnaire.

Results: The results show that (a) 'Guru' (Leaders) were perceived more discrimination and less harassment in comparison to their 'Chellas' (Students). Further, it was also found that (b) 'Guru' (Leaders) have perceived poor mental health (more negative affect, anxiety, depression and stress) and quality of life (less life satisfaction, and but more social acceptance) in comparison to their 'Chellas' (Students). (c) Perceived discrimination and harassment were negatively related to mental health status and quality of life. (d) Perceived discrimination was accounted for maximum variation in mental health (61.80%) while, component wise, perceived discrimination was accounted for maximum variation in anxiety (75.20%) and depression (68.50%) whereas, perceived harassment was accounted for maximum variation in negative affect or feelings (67.20 %) and stress (70.30 %). On the other hand, perceived discrimination was accounted for maximum variation in predicting quality of life (63.70%). Component wise, perceived discrimination was accounted for maximum variation in life satisfaction (84.20%) and socio-economic status (57.50%) whereas, perceived harassment was accounted for maximum variation in social acceptance (55.30 %) and (e) Mental health partially mediated in the relationship between perceived discrimination and harassment and quality of life. Results were discussed in light of previous researches and theories of this field.

Conclusion: Since, transgenders are regarded as the most disgraceful creature in this world. They are denied due to their status. The contribution of the study is important for understanding the pain and psychology of transgenders and aware others to include them in the mainstream society.

Keywords: Discrimination; Harassment, Mental Health, Quality of Life, Transgenders Individuals.

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दलित कविता की मूल संवेदना एवं उसके विचार

दलित कविता का मूल स्वर भारतीय समाज में हो रहे वर्ण और जाति भेद पर आधारित शोषण के तीव्र प्रतिकार का है। इस वर्ण व्यवस्था के आधार पर बनी जाति व्यवस्था भारतीय समाज को आज भी नरक बनाए हुए है। निम्न समझी जाने वाली और आर्थिक रूप से गरीब जातियों का अमानवीय शोषण जारी है। दलित कविता इस शोषण का मुखर विरोध कर रही है इस जातिवादी शोषण के लिए मुख्य रूप से जिम्मेदार तथाकथित उच्च वर्गों की पहचान दलित कविता करती है। दलित कवि मेहनत करके ईमानदारी से कमाने को मूल्य समझता है ना कि चालाकी से निम्न गरीब और निरक्षर जातियों को ठग कर कमाने खाने को। इस तरह की हर अमान्य लूट को यह कवि निंदनीय बताते हैं।

भारतीय भाषा-संस्कृति एवं अंतर्राष्ट्रीय अनुवाद

उन्नीसवीं सदी के आरंभ में ही भारतीय भाषाओं तथा स्वदेशी-विदेशी भाषाओं के बीच में अनुवाद का व्यवहार तेज हुआ। भाषाई तुलना एवं तारतम्य की प्रक्रिया इस समय गतिशील हुई, यह साहित्यिक एवं सांस्कृतिक जगत में प्रगतिशील प्रवृत्तियों के लिए प्रेरणादायक एवं सांस्कृतिक जगत में प्रगतिशील प्रवृत्तियों के लिए स्फूर्तिदायक रही। एकाधिक भाषाएं पढ़ने और भाषाई आदान-प्रदान की दिशा भी पुरोगामी रही। उन्नीसवीं सदी के आरंभिक दशकों में कई भाषाओं में सृजन करने वाले साहित्यकार थे। महान रचनाकार, एक भाषा में सीमित नहीं रहता। उर्दू के साथ प्रेमचंद, मराठी के साथ मुक्तिबोध, बंगला के साथ अज्ञेय आदि लेखकों का संबंध ध्यातव्य रहा है। विशाल अर्थ में वे सब भारतीय लेखक हैं जो राष्ट्रभाषा के साथ देशी-प्रदेशी भाषाओं को लेखन का माध्यम बनाते थे। इनमें कुछ अंग्रेजी के भी लेखक रहे थे।

Registrar
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Mainstream media and Adivasi

(With Reference of Chhattisgarh)

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ABSTRACT

In 2011 census, the population of Chhattisgarh was 2 crore 55 lakh 45 thousand 198 out of which tribals are about 30 percent i.e. about 78 lakh 22 thousand 902. Tribal community has a good presence in the social and political systems of the state, but despite this, the tribal community in the state is socially and economically backward with employment, education, health as compared to other communities. According to the hypothesis of the research paper, the issues of the tribal community get relatively less prominence in the mainstream journalism or most of the issues of the tribal community find place in the mainstream media only when a major event or issue takes place. The objective of the present paper is to find out the reasons why tribal issues are being ignored by the mainstream media.

Keywords: tribals, Journalists, mainstream media, Naxal violence

INTRODUCTION

Amidst the neglect of tribal issues from the mainstream media, a big question is who will talk about the benefits of tribals in the right way, whether they are not tribals themselves or those who are tribals. This argument should not be taken to mean that the mainstream media is being accused of any kind of bias. Due to non-representation of tribal community journalists in the mainstream media, local problems of tribals and all their big and small issues are not finding place in newspapers, channels and web media as much as issues of other community. What are the real issues of the tribals,

it is very important for the journalists to understand this and this thing the journalists of the tribal community can understand in a better way and can bring those issues in front of the world in the right way.

3- Research Objectives

- 1-To study about the position and situation of tribal journalists working in Chhattisgarh.
- 2-To find out actual representation of tribal community Journalist in mainstream media of state.
- 3- To Study about the coverage of tribal issues in mainstream media.

4-HYPOTHESIS:

H1) Tribal issues being given less importance by mainstream media.

H2) The reason for the low importance of tribal issues by the mainstream media is being less number of tribals in the mainstream media as compare to other community.

H3) The tribal students who study journalism do not come in that proportion in the field of journalism.

5- Tribals ignored in Journalism

To understand the neglect of tribals from the media, an article by Anif Chamdia, published in the BBC about three years ago, is enough to understand how sensitive the mainstream media is to the tribals. "On the occasion of International Tribal Day in 2018, when a press conference was held at the Constitutional Club in the country's capital New Delhi, not a single mainstream reporter came to cover



Reviewing the Status of Open Defecation Free India

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ABSTRACT

“Open defecation free” is a phrase first used in community-led total sanitation (CLTS) programs. ODF has now entered use in other contexts. The original meaning of Open defecation free stated that all community members are using sanitation facilities (such as toilets) instead of going to the open for defecation. This definition was improved and more criteria were added in some countries that have adopted the CLTS approach in their programs to stop the practice of open defecation. The Indian Ministry of Drinking and Sanitation has in mid-2015 defined Open defecation free as “the termination of fecal-oral transmission, defined by no visible feces found in the environment or village and every household as well as public/community institutions using safe technology option for disposal of feces”. “Safe technology option” means a toilet that contains feces so that there is no contamination of surface soil, groundwater, or surface water; flies or animals do not come in contact with the open feces; no one handles excreta; there is no smell and there are no visible feces around in the environment which is a part of the Swachh Bharat Abhiyan (Clean India Campaign). In this paper, we will review the current status or one can say peek into the present-day situation of the Open defecation free program based on the data provided by various national agencies.

Keywords: Rural India, Open defecation, Women Safety, Women Health.

I. INTRODUCTION

Open defecation is the human practice of defecating outside (“in the open”) rather than into a toilet. People may choose fields, bushes, forests, ditches, streets, canals, or other open space for defecation. They do so either because they do not have a toilet readily accessible or due to traditional cultural practices. The practice is common where sanitation infrastructure and services are not available. Even if toilets are available, behavior change efforts may still be needed to promote the use of toilets. “Open defecation free” (ODF) is a term used to describe communities that have shifted to using toilets instead of open defecation. This can happen, for example, after community-led total sanitation programs have been implemented.

Open defecation can pollute the environment and cause health problems. High levels of open defecation are linked to high child mortality, poor nutrition, poverty, and large disparities between rich and poor.

As of 2019, estimated 673 million people practices open defecation, down from about 892 million people (12 percent of the global population) in 2016. In that year, 76 percent (678 million) of the people practicing open defecation in the world lived in just seven countries.

Defecating in the open is a very ancient practice. In ancient times, there were more open spaces and less population pressure on land. It was believed that defecating in the open causes little harm when done in areas with low population, forests, or camping type situations. With development and urbanization, open defecating started becoming a challenge and thereby an important public health issue, and an issue of human dignity. With the increase in population in smaller areas, such as cities and towns, more attention was given to hygiene and health. As a result, there was an increase in global attention towards reducing the practice of open defecation.

Open defecation perpetuates the vicious cycle of disease and poverty and is widely regarded as an affront to personal dignity. The countries where open defecation is most widely practiced have the highest numbers of deaths of children under the age of five, as well as high levels of malnutrition, high levels of poverty, and large disparities between the rich and poor.

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Impact of Open Defecation on Women in India

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Abstract: Sanitation is usually a concept that deals with the disposal of liquid and solid waste, hygiene of an individual and foods they consume, household and environmental hygiene. The root cause of various health problems, particularly in rural areas of the country, is the inadequate sanitation. Most of the people still defecate in the open space, most of the villages lack waste disposal and drainage systems and many in the villages are unaware of the effects of poor sanitation and unhygienic conditions. As a result, many people suffer from diseases caused by poor personal and environmental hygiene practices and even die due to them. At present the extent of sanitation coverage in India is around 16 percent of all rural households. This figure is one of the lowest in the world, at par with countries like Niger and Afghanistan and possibly lower than Bangladesh. The absence of safe sanitation contributes significantly to the poor quality of life. In this paper, we have discussed about the overall concept of sanitation and open defecation and its impact on the lives of women all over India. Along with that various issues related to open defecation are also discussed in brief.

Keywords: Healthy Environment, Open defecation, Rural India, Sanitation, Women Safety.

I. INTRODUCTION

"The day every one of us gets a toilet to use, I shall know that our country has reached the pinnacle of progresses. This quote from Pt. Jawaharlal Nehru explains a lot about the importance of sanitation, cleaning and hygiene habits for any society. Access to safe drinking water, sanitation and hygiene is the key element of the life. When it comes to sanitation, the public health problems associated with clean drinking water and proper treatment and disposal of human excreta and sewage are referenced. Preventing contact with feces, or hand washing with soap, is indeed a part of hygiene and sanitation.

Sanitation systems aim at protecting human health through a clean environment, in particular through a fecal oral route that prevents disease transmission. Diarrhea, for example, may be minimized by hygiene, a significant cause of malnutrition and the delayed development of infants. There are several other diseases that can quickly spread in environments with low rates of sanitation, including ascariasis, cholera, hepatitis, schistosomiasis and trachoma (type of intestinal worm infection or helminthiasis). Inadequate and poor quality sanitation infrastructure is the major concern for developing country.

The use of the word "sanitation" amongst countries and organizations often vary widely. Sanitation is not an easily understandable phenomenon [1]. The World Health Organization defines the term "sanitation" as follows:

"Sanitation generally refers to the provision of facilities and services for the safe disposal of human urine and feces. The word 'sanitation' also refers to the maintenance of hygienic conditions, through services such as garbage collection and waste water disposal." [2]

All four of these technical and non-technical systems include sanitation: excreta management systems waste water management systems (which include waste water treatment plants), solid waste management systems as well as rainwater runoff systems, also known as storm water. However, many in the WASH sector only include excreta management in their definition of sanitation. The development of sanitation is considered by different people as most significant part of health and wellbeing. The Water Supply and Sanitation Collaborative Council defines sanitation as:

"The collection, transport, treatment and disposal or reuse of human excreta, domestic wastewater and solid waste, and associated hygiene promotion" [3].

Despite the fact that sanitation includes wastewater treatment, the two terms are often used side by side as "sanitation and wastewater management". Another definition is in the DFID guidance manual on water supply and sanitation programmes from 1998:

"For the purposes of this manual, the word 'sanitation' alone is taken to mean the safe management of human excreta. It therefore includes both the 'hardware' (e.g. latrines and sewers) and the 'software' (regulation, hygiene promotion) needed to reduce faecal-oral disease transmission. It encompasses too the re-use and ultimate disposal of human excreta. The term environmental sanitation is used to cover the wider concept of controlling all the factors in the physical environment which may have deleterious impacts on human health and well-being. In developing countries, it normally includes drainage, solid waste management, and vector control, in addition to the activities covered by the definition of sanitation" [4].



Sanitation can include personal sanitation and public hygiene. Personal sanitation work can include handling menstrual waste, cleaning household toilets, and managing household garbage. Public sanitation work can involve garbage collection, transfer and treatment (municipal solid waste management) cleaning drains, streets, schools, trains, public spaces, community toilets and public toilets, sewers, operating sewage treatment plants, etc. [1]. Workers who provide these services for other people are called sanitation worker.

There are a variety of sanitation strategies and techniques that are available. Several examples are community-led total sanitation, environmental sanitation, on-site sanitation and adequate sanitation. A sanitation program (also known as the “sanitation service chain”) involves the collection, storage, distribution, treatment and disposal, or reuse of human excreta and wastewater. Sanitation practices may concentrate on the nutrients, water, energy or organic matter in human waste and sewage. This is referred to as the “sanitation value chain” or “sanitation economy”. The individuals responsible for washing, maintaining, running or emptying a sanitation system at either point of the sanitation chain are called “sanitation workers”.

Poor sanitation can substantially increase morbidities and severity of the various diseases in women. Moreover, it can have long-term negative effects on their psychological well-being and can leads to poor quality of the life. India is implementing nationwide program to improve access to basic sanitation by building individual toilet at household level. Yet, staggering 355 million women and girls are still waiting for a toilet.

Mahatma Gandhi told that importance of sanitation is much more than independence. He said that he wouldn't let anyone walk through his mind with their dirty feet [5]. Gandhi was the dream of the country where no one spits or cleans their nose on the street as it would get infected to others. The people who spit everywhere after chewing betel leaves and tobacco have no consideration for the feelings of others. He suggested that saliva, mucus from the nose, etc., should also be covered using soil [5]. Gandhi participated actively in cleanliness and broke all the walls of casteism. He said that he would be essential if he could die as a sweeper. He launched a mass contact program in villages. “A bunch of people from his party visited along with brooms and camps to the Harijan quarters of the village near the camp [5].” Health and sanitation are the first goals of every concerned authority, and contaminated water is the leading cause of most of the diseases. Water contamination occurs due to the improper disposal of waste water from domestic sector.

This paper is organized as follows: in section (2), we describe in brief the literature review and some of the work done in this direction. In section (3) results and majorly theoretical findings based on the secondary data are discussed and concluded through various point social causes. Finally, the conclusions are summarized in section (4).

II. LITERATURE REVIEW¹

An Open defecation is described as a practice of defecation without proper disposal of fecal matter in open fields, waterways and open trenches [6]. The phrase ‘open defecation’ is used as a way to measure the global progress in water and sanitation in the 2008 Joint Monitoring Program (JMP), in partnership with the World Health Organization (WHO) and the UN International Children's Emergency Fund (UNICEF). Open defecation is known as sanitation without improvement [7].

While the global action plans have been coherent for 15 years, such as the Millennium Development Goals (MDGs), the expectations for improved sanitation have not been met, which means that 2.5 billion people are still unable to have access to improved sanitation facilities (flush latrine or pit latrine) and almost 892 million of the global population are still living on open defecation. As a result of this inability to ensure basic sanitation, the SDGs (sustainable development goals) were once again identified as a key issue.

Number 6 of the Sustainable Development Goals (SDGs) is “Ensuring the provision and effective management of water and sanitation for all” while Objective 6.2 aims at achieving access to sufficient and fair sanitation and hygiene for everyone by 2030 and ending open defecation, with special attention to the needs of women and girls and those in disadvantaged situations[4]. Of those currently performing free defecation, 90% live in three regions’ rural areas; sub-Saharan Africa, Central Asia and South Asia [8].

The most widely studied health risks associated with open defecation are connected to infectious diseases linked to human excrement [9]. Infected human excreta contain many dangerous species connected to some kind of health issues. Varieties of microbes, consisting of 106 pathogens and infectious viruses, 106-108 bacterial pathogens, 103 protozoan cysts and 10-104 helminth eggs [10] can practically contain one gram of infected human excreta.

¹ Saleem, M., Burdett, T. & Heaslip, V. Health and social impacts of open defecation on women: a systematic review, BMC Public Health 19, 158 (2019)



Inadequate disposal also raises the risk of exposure to such pathogens that presents major health risks such as bacterial transferability, diarrhea, typhoid and cholera infection and viral infections [11]. WHO estimates that 1.8 million people suffer from extreme trachoma in low- and middle-income countries [12], which is a root cause of vision disability transmitted by flies that breed human excreta with a potential to spread via the eye discharge of the infected person [13]. Likewise, more than 200 million people worldwide are diagnosed with schistosomiasis (snail fever) [14], a chronic parasitic disease transmitted to freshwater snails by human faeces, and infection spread to humans as skin comes into contact with snail-carrying pathogens or the ingestion of polluted water and modulates their body's immune system [15].

Open defecation has a potential effect on all, but women are often at greater risk of abuse and multiple health vulnerabilities [16]. Strunz et al. [17] have found that women with low sanitation are more likely to become infested by hookworms, contributing to maternal anemia, which is in effect directly related to the adverse outcome of pregnancy [18]. Corburn and Hildebrand [19] also found that, during their reproductive period, women with limited or no exposure to the cleaning room suffered mainly from diarrheal diseases which are a major cause of malnutrition among women. Interplay between illness and under-nutrition will further perpetuate the vicious circle of worsening infection and deteriorating women's health, particularly in pregnant women [20]. However, Ziegelbauer et al. [21] suggest that enhanced sanitation measures can play a positive role in the prevention of diseases, including diarrhea and infections transmitted from soil.

Few researchers [22,23,24] make the argument that open defecation can lead to increased vulnerability to abuses such as verbal, physical and sexual, which physically and psychologically affect women. Failure to use household toilets causes a significant number of women to travel long distances to find private open spaces to protect themselves and handle their menstrual needs, thereby making themselves vulnerable to these complex types of violence [25]. Factors involving one's privacy, cultural traditions or religious beliefs have forced many women to wait until dawn or dusk so that they will not be exposed when satisfying their simple need to defecate [26]. A research report by Nallari [27] highlights the perspective of young girls who are defecating in empty areas next to their deprived village in Bangalore. The respondents expressed both the fear of disclosure while walking through the slums, and the effort to maintain secrecy. Increased anxiety, humiliation, and helplessness are widespread among lower-middle income regions girls and women where open defecation still persists [23].

One important aspect of a constitutional right is the right to personal security. The United Nations (UN) [28] called into question that sanitation has a significant effect on individual rights and stated that the effects of health associated with access to clean water, inadequate sanitation and open defecation are direct human rights violations. Furthermore, the UN argues that failure to resolve the problem at domestic level is a form of gender discrimination as well as a further violation of human rights, taking into account the consequences of women who are at greater risk of open defecation and physical security [28]. The UN argues, furthermore, that sanitation should be viewed beyond the scope of just addressing hygiene, shelter, education, employment and gender equality, but should instead be regarded in terms of human dignity and that open defecation evokes feelings of insecurity and guilt, and this breach of human dignity should be deemed a human rights issue.

III. NEED FOR PROPER SANITATION FACILITIES

A. Impacts of open Defecation on one's Health

The results of the study provide compelling evidence that open defecation has a substantial effect on women's safety and wellbeing. Three reports [29, 30, 31] indicate that child-bearing women are vulnerable to unprotected defecation that can affect both mother and fetus. Padhi et al. [32] have established a statistically important relationship in their prospective pregnant woman report, which tracked 670 pregnant women in their first quarter in rural India ($p < 0.001$). Open defecation have adverse effects of premature birth and low birth. Likewise, in West Bengal, Majumdar et al. [33] investigated that open defecation is a confusing factor in the prevalence of hookworm infestation among pregnant women; in that pregnant women who defect in open fields are at higher risk of hookworm infestation (24.3%) than those using toilets (6.4%). The final population of the sample may not be a representative reflection of the target group as no sufficient randomized sampling has been achieved which represents a possible risk of bias in selection.

A study performed by Greenland et al. [35] reveals that children engaged in open defecation in rural settlement India are more vulnerable to soil-borne helminths (48.9%), intestinal infection caused by exposure to contagious human faeces, than children who used toilets (13%). Although the sample range was limited to girls between the ages of 4 and 17, and no specific age classification is given, the research also validates that older girls (over 12 years) were more likely to be diagnosed with soil-transmitted helminths than younger girls.



At last, Kotian et al.[36] found that in the Bihar people who used open defecation reported more positive results for parasitic infection, and furthermore found that the infection to be more prevalent in women (17.07%) than men (8.33%). They suggest that broader variations in prevalence of infections in the study region may also be the result of poor drinking water quality, greater involvement by women in livestock management and agricultural management, unsuitable waste disposal practices or other environmental factors. The results, however, cannot be applied to a wider population as the study recruitment was confined to the patients admitted to the hospital.

B. Growing Chance of Sexual Harassment

The study on sexual harassment encounters and the fear of sexual abuse among women, after women leave their homes to defecate in open areas or near the surroundings was based on two studies [37, 38]. The main aim of the study was to determine the risk of sexual abuse among non-partners in relation to open defecation. Sahoo et al. [39] also reported in study from Odisha, that sexual violence among young unmarried girls is seriously affected by all age groups. Similarly, the Kenya Demographic and Health Survey (DHS) survey by Winters and Barchi[38], examining cross-sectional data from 2008-09, found that the risks of non-partner sexual harassment among women who defecate in open have risen to 40% compared with women who have access to the toilet (in their homes or shared toilets). The findings from a model of logistic regression [36] support the significant correlation between holiday sanitation and sexual abuse ($p < 0.01$) by non-partners in India. They conclude that non-partner sexual abuse events were two times higher for open defecation females than for toilet-friendly women. The secondary data collected from national health surveys in both quantitative studies [37, 38] and had a large number of participants ($n = 75,619$ and $n = 6191$), although the authors may not have limited their reach to knowledge available that is accessible for just a year of study.

C. Endangering the Privacy and Confidentiality of Women

These studies [39, 40] found that women defecating in open areas face many real life-long threats to their privacy and dignity. The conclusion from the focus group discussion [40] was that 44% of participants ($n=28$) expressed the pain of seeking a suitable place in open fields for defecation and expressed indignation at preventing defecation or urination where people or vehicles are approaching a defecation site. In addition, the results of detailed interviews conducted in Odisha [39] show the general fear of being seen by men in the absence of a toilet in their homes overwhelmingly shared by almost all participants, 51 out of the 56 women and girls.

D. Psychosocial Stressors Linked to Open Defecation

There are various psychosocial stressors related to open defecation in women. The stressors that were most addressed were: hunt for suitable places to defecate, travelling very far from home, water to be cleansed, increased risk of insect or snake bites, fear of dark ghosts and untidiness. This can also be seen that women tend to travel with family or group followed when they need to defecate in open because of the fear of physical assault or sexual harassment that women who practice open defecation have widely reported. Women from the country's rural areas shared the largest number of observations of their social stressors; lack of near-house amenities, social restrictions, and inadequate privacy when defecating in the open. Hirve et al. [40] recorded that psychosocial stress in Western rural India extends to concerns about personal safety as revealed by more than half of the participants (64%) and these stressors were the leading causes behind women who felt tensed, worried, depressed and irritated. The effect is comparatively serious for reproductive-age girls and women as they face an additional challenge of handling their menstruation while addressing the everyday need for defecation.

IV. FINDINGS AND CONCLUSION

Sahoo et al. [39] shares an opinion that the problem is way beyond young age of women, but it is relevant across women's life stages, and it is imperative to acknowledge that women's participation in development and construction of toilets as this can be the best way to deal with the psychosocial stressors among women.

Mr. Narendra Modi (Prime Minister of India) launched the Swachh Bharat Mission in October 2014 with the stated goal of eliminating open defecation in India by October 2019, to symbolically coincide with Mohandas Gandhi's 150th birthday. To do this, the government launched a massive toilet-building programme, offering Rs 12,000 as subsidy to households for building a toilet. By early January 2019, the government claims, five lakh villages and 25 states and Union Territories had become Open Defecation Free. They include Uttar Pradesh, India's most populous state which has a reputation for being one of the most polluted and worst governed.



Sanitation is the root cause of maximum diseases. Increasing population and search for employment and better education leads to generate urban slums. These slums are illegal, so they are not enjoying the same facilities provided by the government as that of other people. Rural and urban slum people are the most affected by poor sanitation. The countries with lower per capita income also perform better in sanitation, which is really a matter of concern. When the word sanitation appears, people linked it up with open defecation only. The reason is that after the launch of the sanitation campaign, the main focus was on removing open defecation from the country. Media has also shown various advertisements which resist in the mind of people. The celebrities also attract people towards the campaign. The government has launched various advertisements related to open defecation. The tagline, 'Jahan Soch, Wahan Shauchalya' is very well-known in this context. The other factors of sanitation like safe drinking water, promoting technologies for sustainable sanitation, manual scavenging, and solid waste management are not discussed equally that of open defecation. There is very less number of people who are aware of twin pit and its benefits. Manual scavenging is still practicing. Swachhagrahis played a vital role in the success of the sanitation campaign. Their role begins to convince people to build toilets and use them. Building toilet is not sufficient, but the proper usage is a matter of concern.

People think a toilet needed for women. Male used to pee in the open without shame they find bravery in it. So to tell the people that the toilet is important for all not only for women, it is a big task. Fund allocation, corruption, and poorly constructed toilet hinder to achieve the target. There is a misconception that the subsidized pit will fill rapidly, so the male of the families does not use the toilet. Women and the sick person only use these. The culture is also one of the factors. In some culture, the toilet considered as very impure, so it has to be outside the house. This misconception has to be removed. Employment should be provided in their areas so that people will not migrate from rural to urban; which is the main cause of the urban slum. The government should generate more employment through waste recycling activities. There should be a proper check on each stage from the sanction of subsidized amount for the construction of toilet building till its practice in use. Safe drinking water should also be provided. Awareness about safe drinking water should be provided so that people could raise their voice against their rights. Awareness would be possible only through various media, and participatory approach has to be used because of its high effectiveness.

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A Study of tribal Journalists in Journalism: Problems and Prospects

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ABSTRACT

The aim of this research was to find out the real problems facing by tribal community journalists from working in Chhattisgarh state of India. Government has made various plans and schemes to up streams tribal community that's results in terms of better performance in education and jobs. If we talk about political scenario, government has reserved some seats in Parliament and legislative assemblies and Panchayati polls as well. 47 seats are reserve in lower house of parliament (Loksabha) for schedule tribes. Despite of all those things still there are various fields in which tribes are backward from other communities in India. Media is also one of them in which tribal representation is negligible in terms of numbers. This unbalance ratio makes a question of reporting of tribal issues related to their problems and other issues like education, health, accommodations because these issues can be well raised by the local journalists in front of authorities. If we look at Chhattisgarh state where approximate 30 percent population is from tribal community. In which maximum living in Maoist affected areas. Keeping all these issues it is must to find out the exact representation of tribal community in main stream Journalism of national and state level as well. Desideration in terms of cast and community stops the opportunities for marginalized people of tribal and backward area. All the fields like education, healthcare and employment and sometimes basic livelihood becomes harder to attain for tribal people. It seems that there is a need to increase in representation of tribal people in mainstream journalism to portrayed real and relatively genuine issues of tribal community because only they can better realize problems of their community and present it in front of government and administration as well. By this research proposal researcher will try to find out the reasons that why representation of local level tribal and backward class people in mainstream journalism is relatively less to others.

Keywords: tribes, Journalists, Marginalized, Tribal community.

INTRODUCTION

India is a democratic country, our constitution allows freedom of survival, getting Proper education, and getting food, religious practices and many more things and activities to every community reside in India. Schedule tribe community is relatively backward as we compare it to other General and OBC category in terms of education, job and living standards as well. If we talk about overall tribal census in India it is 8.6 percent of Indian population that is approximately 104 million in census of 2011 and 68 million in 1991 census. In India there are some states containing 30 to 90 percent population of tribal. Out of all 35 states including union territories 11 states are of big contribution of tribal in terms of total percentage of population. These states are Chhattisgarh, Odisha, Madhya Pradesh, Jharkhand, Meghalaya, Tripura, Mizoram, Manipur, Nagaland, Arunachal Pradesh, Sikkim.*

After 70 years of independence, when we are dreaming of becoming a Global guru, on the other hand a blurry picture of rural India is seen in which 65.53 percent of the people live**. Where many caste, religions and groups of people live and one of them is the tribal. According to the 2011 data of the United Nations, it is 13 percent of the total population in India, that is, about 100 million. There are 705 tribal groups residing in India which are found in abundance in Chhattisgarh, Jharkhand and Madhya Pradesh But, who represents them? Who makes their voice? Who talks about their rights? All these are big questions. We all know that Media represent the Society as a bridge to Govt and administration for their betterment in different fields. We call media as a fourth pillar of democracy it means it should represent all communities residing in India with a balanced representation in terms of coverage of different issues related to them. The question arises whether the media is doing this in real. Lot of sectors has a sufficient community wise representation in govt and private sector as well. Tribal people are doing well in different sectors of education, business, administration, armed forces, medical, engineering etc. What are the reasons that they are not having a sufficient representation in mainstream journalism?

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With the formation of Chhattisgarh, the demand of tribal representation began to rise in every region. Although, in every fields like politics, administration, education, and in other allied fields tribal people are able to find their adequate space in private and govt sectors but in journalism especially mainstream media and big media houses doesn't have that much of man power from tribal community. The tribal journalist is completely evicted in the media today.

Issues of Tribal community are getting space and slots in print electronic and web media as well but it is most surprising thing that creator of all these news materials are not from tribal community. It is not only about media of Chhattisgarh but the condition of the whole national media is similar and same is in other states like Jharkhand, Odisha, Madhya Pradesh or Bihar having tribal population.

RESEARCH OBJECTIVES

1. To study the actual situation of tribal journalists working in Chhattisgarh.
2. To find out representation of tribal community in main stream media of state.
3. To find out overall tribal community journalist in Government accredited list of Journalist.4-What are the problem that tribal community journalists are facing.

Hypothesis:

- H1) Today, despite being a tribal-dominated state of Chhattisgarh, the number of tribal journalists is very less.
- H2) Journalists who are tribal do not find a place in the main stream media.
- H3) The tribal journalist of Chhattisgarh does not find a place in any major position in the field of journalism.

Need and Importance of the Study

Tribal community has different kind of issue to be sort out across the country, it includes their development in terms of social, cultural, economical basis but they are not been to able raise their voices by itself for all these things as there are very less awareness about their rights in their community as compare to others. Although It's Media's duty and responsibility to be the voice of society but unfortunately these issues are being put on margins by main stream media. Different studies and report indicate about very few tribal community Journalists in main stream media, who could be able to portraits the real picture of their problems in front of society and other officials. This research is an effort to find out the real reasons behind this.

METHODOLOGY

The investigator followed the observation method of descriptive research. For this investigation, different write up materials on media, books and some of previous research work have been analysed to study about the research problem. Researcher also analyse the state government accredited journalist list and committee to give authorisation to journalists in Chhattisgarh state.

LITERATURE REVIEWS

In the book 'Patrkarita Bihar se Jharkhand' in chapter 'Media se bedakhal Adivasi' Senior Journalist Sanjay Jhawrites 'After becoming new state voices of tribal representation rising in every field and it becomes but **Journalism is the only field that has nignlisible tribal representation.** It is also shocking that '**News related tribal are in main stream highlights but their writers are not tribal.** he writes this not only Jharkhand's issue. Same game is being played in national mainstream media also.***

Naresh kumarvoid writes in his Book named 'Who cares for Tribal Development' that from the beginning it was realized that tribal must be integrated in to the national main stream. they should neither be assimilated, nor isolated. Without realizing the odds heavily weighing against the ST's, the task was approached as a routine work. Some of the ST's concerned the fruits of tribal development in the early plans-enhancing their position and further accessibility to resources. Some St's have been gaining substantially during every subsequent plan these tribal elites have changed their habitats and lifestyles and live mostly in urban centres enjoying the best facilities available. They have got assimilated in to rest of the society but have retained the tag of ST to garner the benefits that should have gone to their needy brethren. Sitting in their luxurious apartment or five star hotels they are claiming to be a spokesmen of whole ST community in general.****

In the Booking defence of Journalists there is an article about a tribal Gondi journalist Lingaram kodopiwho becomes Journalist from a driver. In this book it is written As Arundhati Roy writes in her article 'The dead begun to speak up in India' that how a tribal journalist forcefully dominated by local police force and administration because he was rising his voice in favours of tribal and exposing armed forces.*****

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Article of Riteshmishra published in Hindustan Times state about a female tribal Journalist and her difficulties. Ritesh wrote, 'She is a Gond tribal from Chhattisgarh and he a former Central Reserve Police Force (CRPF) constable from Maharashtra. Become journalists Together, Pushpa Rokde (Usendi) and Nitin Rokde make for a unique couple in the state's Maoist hotbed of Bastar. Both are reporters with the Dainik Prakhar Samachar a local news paper of area. Both are the editor's pride and a constant source of worry for the security forces. She is Bastar's only tribal woman journalist who knows the forested terrain and speaks the local Halbi, Chattisgarhi and Gondi dialects. She scoops stories that often force mainstream media to take note and embarrass the establishment. In 2015, she was one of the first to report on the alleged rapes and atrocities by security forces in Bijapur. Two weeks ago, it made national headlines again after the National Human Rights Commission found prima facie evidence of the crime and asked the Chhattisgarh government why interim relief of Rs 37 lakh should not be paid to the victims. In 2016, Malini Subramaniam of Scroll was allegedly attacked by unidentified people and she had to leave Bastar later. Same year, Alok Prakash Prakash Putul of BBC was forced to leave Bastar, where he had gone to report on a story. police arrested Samaru Nag in 2015 under the Chhattisgarh Special Security Act. In addition, there have been reports of journalists facing threat from groups backed by the police.*****

Alison brisk wrote in his book from Rural village to global village that the very marginality of domestic Indian tribal groups is also sometimes an advantage with the media. One journalist explained his coverage of the Indigenous angle" with the comment that "The Underdog is a good Story"(Interview April 15 1992)an Ecuadoran News service reported that international requests for information on Equador focus almost exclusively on Indians along with some coverage of the galapagos. all they know about us are Indian and turtles," said one reporter(Interview June 1995).*****

Azaz ashraf wrote in his article in The Untold Story of Dalit Journalist., dalit participation in the media has been pathetically poor, despite reservation for them in media institutes. Why do they keep away from the media? Is it because they encounter discrimination, as they do in many other avenues? To study their negligible presence in the media, Ajaz Ashraf identified 21 Dalits who are or were journalists and spoke to them extensively about their childhood, their experiences in media institutes, and their disenchantment with journalism. In this first of the three-part series, they describe how their Dalit identity was formed and its link to their wish to enter the media world. On the basis of this fact we can well understand the what kind of problems are being faced by these marginalised community like SC and ST in journalism field.*****

Sudiptomandal Writes in Wire about the partiality in Journalism Institutes," Weather it is ACJ or other reputed private journalism institutes of the English medium, the fact is that there is an overwhelming majority of the so-called high caste students in their classes, which results in the effective network of alumni There is suppression Poor / rich, rural / urban, different from linguistic form, every person of Hindu, Muslim, Christian. All of the people of the subcontinent, who are usually victims of a variety of visually impaired species, find this diversity amazing. But, if you open your eyes, then all these are sadly the same. The history of domination of Brahmins in this profession is as old as the history of English journalism in the country. But what is really going to be troublesome; It is that even after 200 years, the modern class of journalism is the exact idol of India's common English newsroom. It is dangerous to bring Dalits and tribal to such places, where they are very few in number, where they are harassed by treating them as a fool, and where they can go head high by hiding their true identity. Dalit and tribal activists and student leaders have discouraged students from applying for ACJ's scholarship and have tried to turn them into a career in academic world or civil service. However, these areas are also not free from casteism, but at least there is a belief that nobody will be excluded from this reason, because nobody likes their breed.*****

Robin Jeffrey wrote about less number of tribal and dalit Journalists from all Indian national media houses. In article published in The Hindu he says, 'There were almost none in 1992, and there are almost none today: Dalits in the newsrooms of India's media organization. Stories from the lives of close to 25 per cent of Indians (Scheduled Castes and Scheduled Tribes) are unlikely to be known — much less broadcast or written about. Unless, of course, the stories are about squalor and violence. An analyst once summed up the treatment of African-American and Hispanic issues in the American media: such people "rarely travel, eat or get married," if all you knew about them was what you learned from the media. Is it a calamity that Scheduled Castes and Scheduled Tribes are almost completely absent from newspapers and television? of course it is. It's a calamity for at least three reasons.*****

SOME DATA AND REPORTS

In state level committee for accreditation by govt not a single journalist is from tribal community, same situation is in divisional committee also, even in bastar division there is not a single member from tribal community that arise a big question that how can we expect the survival for tribal community journalists.

In the first-ever statistical analysis of its kind, a survey of the social profile of more than 300 senior journalists in 37 Hindi and English newspapers and television channels in the capital has found that "Hindu upper caste men" who form



eight per cent of the country's population hold 71 per cent of the top jobs in the national media. Women, non-upper castes, and Muslims are grossly under-represented in relation to their share in the population. The survey notes that

Committee for accreditation of Journalists in Raipur Source dp rcggov.in

S.No	Name	Designation	Media House
1	Shiv Dubey	Editor	Dainik Bhaskar
2	Sanjiv Verma	Resident Editor	Amrit Sandesh
3	Rajesh Joshi	Editor	Navabharat
4	Alok Mishra	Editor	NaiDuniya
5	Rajesh Lahoti	Editor	Patrika
6	Nathmal Sharma	Editor	Evening Times
7	Suresh Mahapatra	Chief editor	Dainik baskar
8	PC Hota	Senior Editor	ETV channel
9	Prakash jain	Bureau head	Desh bandhu durg
10	Bramha Veer Singh	Editor	INH channel

Committee for accreditation of Journalists in Bilaspur Source dpreggov.in

S. No	Name	Designation	Media House
1	Nawab fazil	Dy. Editor	Dainik Bhaskar
2	Rashmi droliya	Spl Reporter	Times of India
3	Raj kumarSoni	Editor	apnamorcha.com
4	Gokul soni	Photographer	Navabharat
5	Vijay Mishra	Reporter	Agradoot
6	Abdul Razzak	Bureau chief	Patrika dhamtari
7	Manoj Singh	Editor	Swaraj Exp
8	FarookhMemon	Reporter	IBC 24
9	Anand Sahu	Bureau chief	Nai Duniya Mahasamund

Committee for accreditation of Journalists in Raipur Source dpreggov.in

S.No	Name	Designation	Media House
1	Ashok Sharma	Editor	Deshbandhu Bilaspur
2	Sunil Gupta	News Editor	NaiDuniya Bilaspur
3	Vipul Gupta	Editor	Dainik Bhaskar Bilaspur
4	Harsh pandey	Editor	Navabharat
5	Varun Srivastav	Resident Editor	Patrikabilaspur
6	Vijay Kedia	Reporter	PTI Raigarh
7	Prem chandrajain	Editor	Korbabalko times
8	Prashant Singh	Reporter	Sahara samay
9	Manoj singh	Chief reporter	IBC 24

Committee for accreditation of Journalists in BilaspurSource dpreggov.in

S.No	Name	Designation	Media House
1	T Surya Rao	Dy editor	Naiduniya
2	Nitin Tripathi	Resident Editor	Patrikadurg
3	Atul aggrwal	Bureau head	Dainikbhaskar
4	Harbanshlal Arora	Bureau head	Navabharat
5	Alok tiwari	Bureau head	Haribhumi
6	Shashank Tiwari	Astt Editor	Saverasanket
7	Avinash thakur	Bureau head	Amrit sandesh
8	Mithlesh thakur	Reporter	E tv MP CG durg
9	Hitesh Sharma	Reporter	Zee News MP-CG Durg

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Committee for accreditation of Journalists in DurgSource dprcgov.in

S.No	Name	Designation	Media House
1	Upendra dubey	Bureau head	Ambikavani
2	Arun Singh	Bureau head	Haribhumi
3	Yogesh Mishra	Bureau head	Dainikbhaskar
4	Sudheer Pandey	Bureau head	Navabharat
5	Vijay tripathi	Managing Editor	Jashpuranchal
6	Ashok Singh	Bureau head	Naiduniya
7	Ramesh Sharma	Reporter	UNI
8	Amiteshpandey	Reporter	News 18
9	Abhishek soni	Reporter	IBC 24

Committee for accreditation of Journalists in BastarSource dprcgov.in

S.No	Name	Designation	Media House
1	Pawan Dubey	Managing Editor	Channel india
2	Virendra Mishra	Resident Editor	Patrika
3	Manish Gupta	Bureau head	Navabharat
4	Suresh rawal	Bureau head	Haribhumi
5	Shailendra thakur	Bureau head	Dainik Bhaskar
6	Tikeshwar Tiwari	Bureau head	Dandkaranya
7	Rajendra Tiwari	Editor	Highway channel
8	Naresh Mishra	Reporter	IBC 24
9	Bappi Rai	Reporter	Zee MP CG

Dalits and Adivasis "are conspicuous by their absence among the decision-makers. Not even one of the 315 key decision-makers belonged to the Scheduled Castes or Scheduled Tribes." The survey was designed and executed by Anil Chamaria, freelance journalist, Jitendra Kumar from the Media Study Group and Yogendra Yadav, senior fellow at the Centre for the Study of Developing Societies (CSDS). Upper caste Hindus or 'dwijas' in the upper echelons of the media is 85 per cent. These castes account for 16 per cent of the national population. Brahmins alone, the survey found, hold 49 per cent of the top jobs in national journalism. the total forward caste share stands at 88 per cent*****

State level committee for accreditation of Journalists in Chhattisgarh Source dprcgov.in

Scenario in Chhattisgarh state media is not very much different from it. If we analysis the state accreditation list of journalists we find no ant tribal community journalist in all 10 members. In divisional accreditation committee of Raipur, Bilaspur, Durg, Sarguja, Bastar there is not a single representative from tribal community, event in bastar division which is tribal division is not having a single representation from tribal community.

According to Dantewada senior journalist Bappi Rai, there are only one or two tribal journalists in Bastar division. He says thatif the tribals were journalists, they would have understood their language very well, and would have been able to bring the problems to the administration. It is unfortunate that tribal journalists will continue to search in the field of media in the region. The journalists working in the current journalism of Bastar are also doing challenging journalism.

Who is the true favourable for tribal

Anal Prakash Shukla, Senior Journalist writes in his article Chhattisgarh has the highest population of tribal's after backward classes. According to the latest census figures, 31.8 percent of the population belongs to the Scheduled Tribes in this state, but due to lack of political power in this proportion, dissatisfaction is increasing in this class. Even after spending crores, their standard of living has not improved; the level of those working in their name has improved a thousand times.

The tribal's have been under the influence of princely landlords since independence. Barring exceptions, the loyalty of most of the princely states kept changing along with the changing sultanate in Delhi. The standard of living of the tribal in his area did not improve. Adivasi public representatives are coming forward by being educated in comparison. Many former teachers have entered politics. Now former officers also want to try their second innings in politics. Will such a representative of the people really be able to benefit the tribals who after earning a lifetime of corruption, now want to earn fame in politics. Political parties should think who are willing to give shelter to such officers.*****

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Have seen third degree torcher with tribal girls

In an article in the wire a parallel media initiative Assistant jail superintendent Varsha Dongre admitted 'I have seen Mudiama tribal girls of 14 to 16 years in Bastar, who had been tortured out of the police station by stripping them out naked, their wrists and breasts on both hands were electrocuted. See, I was shocked inside to see what the third degree torture on these small tribal girls. I asked the doctor for proper treatment and necessary action.' Assistant jail superintendent Varsha Dongre's alleged post went viral on social media. He informed that Deputy Jail Superintendent RR Rai has been entrusted with the investigation of the case. It will be known whether Dongre has posted on Facebook or not. What was the purpose of this post? During this time Dongre will also be given a chance to present her side. A senior official of the jail department said that earlier the state government had issued a guideline regarding posting on social media by government employees. In the name of the Tiger Project, a strategy is made to evict the tribal from water, forest, land, while according to the constitution; the military government has no right to join the 5th schedule, to grab the water, forest and land of the tribal.

All this I am not saying, the CBI report says, the Supreme Court says, the ground reality, whoever tries to try to solve the problem of the tribal, whether they are human rights activists, journalists, they are fake cases He is given a thud in jail. If everything is going well in tribal areas, then why is the government so afraid, why is it that no one is allowed to go there to know the truth. I myself had seen Mudiama tribal girls of 14 to 16 years in Bastar, who had been tortured out of the police station by stripping them out naked, their wrists and breasts on both hands were electrocuted. See, I was shocked inside to see what the 3rd degree torture on these small tribal girls. I asked the doctor for proper treatment and necessary action. This news was in social media and other parallel media portals but not in the same form in main stream media. Similarly lots of issues related to tribal community has not been covered by mainstream media with the real image. Some different reason may be behind this but we can't ignore the fact that it would have some different picture.*****

CONCLUSION

On the basis of the content analysis of different write ups, survey reports and officials list of government accreditation list of Journalist we can say that tribal representation negligible in main stream media of Chhattisgarh state. Chhattisgarh having the status of tribal dominance state but not having that much of tribal community journalists in main stream media arise a question that how the real issues of tribal community will come out. In Chhattisgarh state there is a Journalism specific university was established by name kushabhau Thakre university of Journalism & Mass Communication with a special reservation for tribal students but still there is a less representation of tribal community in mainstream journalism.

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Reviewing the Status of Open Defecation Free India

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ABSTRACT

“Open defecation free” is a phrase first used in community-led total sanitation (CLTS) programs. ODF has now entered use in other contexts. The original meaning of Open defecation free stated that all community members are using sanitation facilities (such as toilets) instead of going to the open for defecation. This definition was improved and more criteria were added in some countries that have adopted the CLTS approach in their programs to stop the practice of open defecation. The Indian Ministry of Drinking and Sanitation has in mid-2015 defined Open defecation free as “the termination of fecal-oral transmission, defined by no visible feces found in the environment or village and every household as well as public/community institutions using safe technology option for disposal of feces”. “Safe technology option” means a toilet that contains feces so that there is no contamination of surface soil, groundwater, or surface water; flies or animals do not come in contact with the open feces; no one handles excreta; there is no smell and there are no visible feces around in the environment which is a part of the Swachh Bharat Abhiyan (Clean India Campaign). In this paper, we will review the current status or one can say peek into the present-day situation of the Open defecation free program based on the data provided by various national agencies.

Keywords: Rural India, Open defecation, Women Safety, Women Health.

1. INTRODUCTION

Open defecation is the human practice of defecating outside (“in the open”) rather than into a toilet. People may choose fields, bushes, forests, ditches, streets, canals, or other open space for defecation. They do so either because they do not have a toilet readily accessible or due to traditional cultural practices. The practice is common where sanitation infrastructure and services are not available. Even if toilets are available, behavior change efforts may still be needed to promote the use of toilets. “Open defecation free” (ODF) is a term used to describe communities that have shifted to using toilets instead of open defecation. This can happen, for example, after community-led total sanitation programs have been implemented.

Open defecation can pollute the environment and cause health problems. High levels of open defecation are linked to high child mortality, poor nutrition, poverty, and large disparities between rich and poor.

As of 2019, estimated 673 million people practices open defecation, down from about 892 million people (12 percent of the global population) in 2016. In that year, 76 percent (678 million) of the people practicing open defecation in the world lived in just seven countries.

Defecating in the open is a very ancient practice. In ancient times, there were more open spaces and less population pressure on land. It was believed that defecating in the open causes little harm when done in areas with low population, forests, or camping type situations. With development and urbanization, open defecating started becoming a challenge and thereby an important public health issue, and an issue of human dignity. With the increase in population in smaller areas, such as cities and towns, more attention was given to hygiene and health. As a result, there was an increase in global attention towards reducing the practice of open defecation.

Open defecation perpetuates the vicious cycle of disease and poverty and is widely regarded as an affront to personal dignity. The countries where open defecation is most widely practiced have the highest numbers of deaths of children under the age of five, as well as high levels of malnutrition, high levels of poverty, and large disparities between the rich and poor.

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II. REASONS BEHIND OPEN DEFECACTION

The reasons for open defecation are varied. It can be a voluntary, semi-voluntary, or involuntary choice. Most of the time, a lack of access to a toilet is the reason. However, in some places, even people with toilets in their houses prefer to defecate in the open.

A few broad factors that result in the practice of open defecation are listed below:

A. No toilet

- Lack of infrastructure: People often lack toilets in their houses, or in the areas where they live.
- Lack of toilets in other places: Lack of toilets in places away from people's houses, such as in schools or farms leads the people to defecate in the open. Another example is the lack of public toilets in cities, which can be a big problem for homeless people.
- Use of toilets for other purposes: In some rural communities, toilets are used for other purposes, such as storing household items, animals, farm products, or used as kitchens. In such cases, people go outside to defecate.

B. Uncomfortable or unsafe toilet

- Poor quality of toilet: Sometimes people have access to a toilet, but the toilet might be broken, or of poor quality – Outdoor toilets (pit latrines in particular) typically are devoid of any type of cleaning and reek of odors. Sometimes, toilets are not well lit at all times, especially in areas that lack electricity. Others lack doors or may not have water. Toilets with maggots or cockroaches are also disliked by people and hence, they go out to defecate.
- Risky and unsafe: Some toilets are risky to access. There may be a risk to personal safety due to lack of lights at night, criminals around them, or the presence of animals such as snakes and dogs. Women and children who do not have toilets inside their houses are often found to be scared to access shared or public toilets, especially at night. Accessing toilets that are not located in the house might be a problem for disabled people, especially at night.
- Presence of toilet but not privacy: Some toilets do not have a real door, but have a cloth hung as a door. In some communities, toilets are located in places where women are shy to access them due to the presence of men.
- Lack of water near the toilet: Absence of supply of water inside or next to toilets cause people to get water from a distance before using the toilet. This is an additional task and needs extra time.
- Too many people using a toilet: This is especially true in the case of shared or public toilets. If too many people want to use a toilet at the same time, then some people may go outside to defecate instead of waiting. In some cases, people might not be able to wait due to diarrhea (or the result of an Irritable Bowel Syndrome emergency).
- Fear of the pit gets filled: In some places, people are scared that their toilets pits will get filled very fast if all family members use it every day. So they continue to go out to delay the toilet pit filling up. This is especially true in the case of a pit latrine.

C. Unrelated to toilet infrastructure

- Lack of awareness: People in some communities do not know about the benefits of using toilets.
- Lack of behavior change: Some communities have toilets, yet people prefer to defecate in the open. In some cases, these toilets are provided by the government or other organizations and the people do not like them, or do not value them. They continue to defecate in the open. Also, older people are often found to defecate in the open and they are hesitant to change their behavior and go inside a closed toilet.
- Prefer being in nature: This happens mostly in less populated or rural areas, where people walk outside early in the morning and go to defecate in the fields or bushes. They prefer to be in nature and the fresh air; instead of defecating in a closed space such as a toilet. There may be a cultural or habitual preference for defecating "in the open air", beside a local river or stream, or even the bush.
- Combining open defecation with other activities: Some people walk early in the morning to look after their farms. Some consider it as a social activity, especially women who like to take some time to go out of their homes. While on their way to the fields for open defecation they can talk to other women and take care of their animals.
- Social Norms: Open defecation is a part of people's lives and daily habits in some regions (e.g. in some rural regions of India). It is an ancient practice and is hard for many people to stop practicing. It is a part of a routine or social norm. In some cultures, there may be social taboos where a father-in-law may not use the

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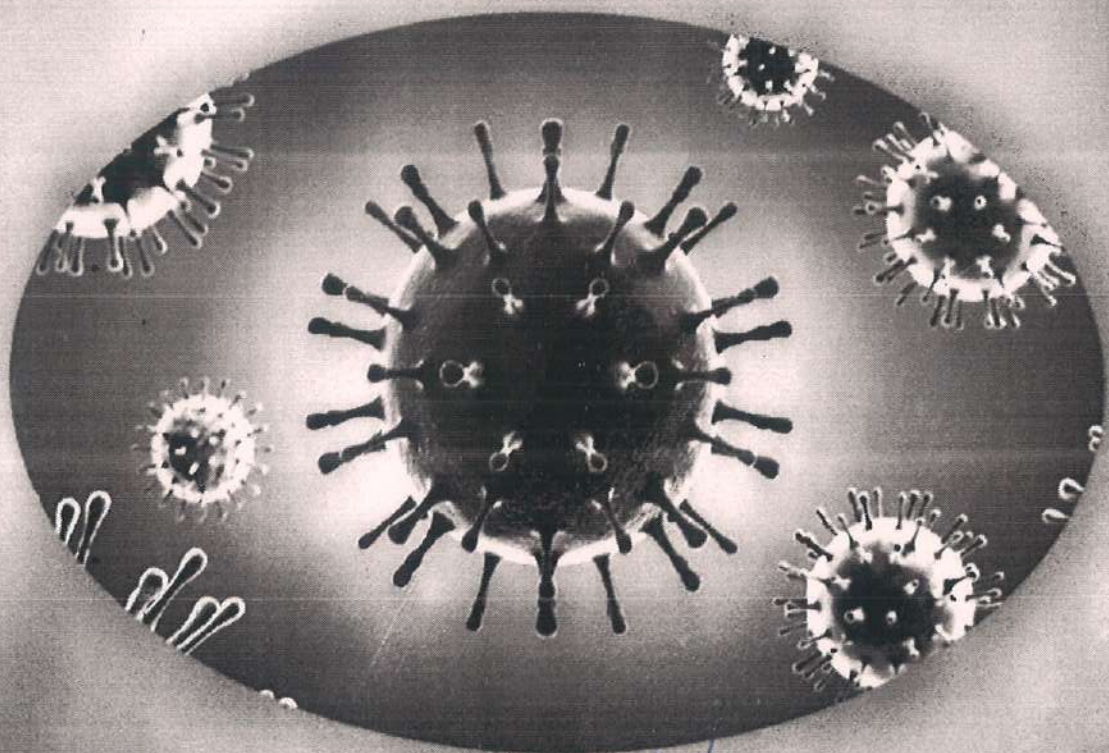
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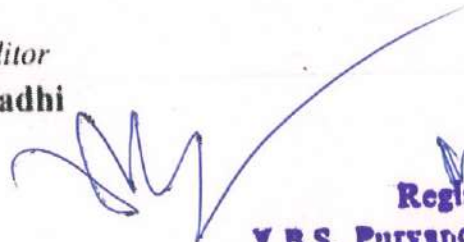
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Impact of COVID-19 Communication on Rural Population: A Case Study

Dr. Manoj Mishra*

Abstract

Media has disseminated all the relevant information like the places infected and mitigation measures about the deadly coronavirus which has rapidly infected the human population across the globe. Corona warriors of the media are present throughout the nation. The present study found that elderly people (>50 year) of Buksha Block were almost unaware of the impact of the disaster brought about by COVID-19 as compared to the younger (<50 year) people. A proper source of information is required for the rural people to induce awareness among them and to communicate the strategies to fight the COVID-19 pandemic. In rural areas most people do not have the electronic gadgets and financial ability. That is why they are not using Aarogya Setu app or proper sanitizers and masks during this crucial situation, nor are they aware that physical distancing has become an important weapon to fight the COVID-19 pandemic.

Introduction

COVID-19 has reached the whole world. It emerged from Wuhan in China (Phelan et al., 2020, Wu et al., 2020). Although, its exact origin and ability to spread among human beings are still not very clear, the large number of cases reported worldwide shows the human to human transmission of the disease. According to the WHO, the symptoms of COVID-19 appear to be relatively mild as compared with SARS-CoV (Severe Acute Respiratory Syndrome Coronavirus) and MERS-CoV (Middle East Respiratory Syndrome Coronavirus).

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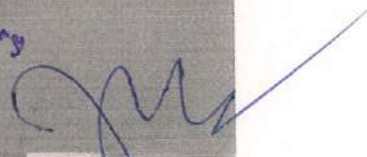
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Science Communication Induces Safety Measures and Doses of Pesticides & Chemical Fertilizers in Crops: A Case Study

Dr. Manoj Mishra*

Indiscriminate uses of synthetic chemicals like pesticides, insecticides and fertilizers are important brutal factors of agricultural soil, surrounding environment and human health. Recently, the whole world is facing the problems of synthetic chemicals due to their non biodegradable nature and application of high dose in agricultural field, which enter in trophic level from producer to human being. In the present study, four blocks of district Jaunpur were taken for evaluation and application of synthetic chemicals among the farmers in 2016, each site were about 20 km apart from each other. Application and use of synthetic chemicals in the each sites (S1:N=58, S2:N=45, S3:N=32 and S4:N=57) were examined on the basis of self administrative questioner among the formers and sellers reveled that about 90% of the formers were used in synthetic chemicals for vegetables and 10% for cereal crops among of them 86% of the formers were unable to use the dose and brutal effects. Maximum formers have less cultivated lands and they grown more vegetables as compared with cereals. Since 2016 we initiate the rigorous communication among the formers to educate the scientific essence and use of synthetic chemicals in their regional language, and about 83% and 65% improvement was recorded in use of synthetic fertilizers and synthetic chemicals (Pesticides and Insecticides) as par their recommended standards respectively in year of 2018. Afford of the present study of three years, revealed that the science communication could be decrease indiscriminate uses of synthetic chemicals among the formers.

Keywords: Synthetic chemicals, Use pattern, Farmers, Science communication

Introduction : Modern agricultural is an important part of engineered ecosystem while agriculture is perhaps the closest to the nature. Human population pressure triggers the agricultural cropping

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Effect of Science Communication on Regional Peoples to Corrective Measures of Climate Change

Dr. Manoj Mishra*

Since, the development of human civilization science communication has play important role in balancing between human and climate change. Developing countries like India play a critical role in international climate change negotiations due to their rising national emissions and increasing vulnerability. Yet, we currently know little about the factors that influence public understanding and engagement with these valuable issues. The factors which responsible for environmental issues, definitely individual approach has play important role to ameliorate the hazardous effects of climate change. In this connection science communication has quite accountable; how they spread the things among the peoples. In the present study, micro climatic conditions of tree infected zone and without tree zone were observed since 2016 to 2018 at different blocks of Jaunpur district, about 10 to 8⁰C temperature were less in tree infected zone as compared to without tree zone in summer while 4 to 8⁰C temperature were more at tree infected zone as compared to without tree zone in winter session, almost similar findings were observed in the case of humidity. Ground water levels were fewer falls in tree infested zone compare with without tree zone in summer session. These results revealed the balancing mechanism of temperature by tree. Therefore, since 2017 we initiate the campaign among the people to plant the tree and save the micro climate, which would help to balance global climate change.

Keywords: Science communication, climate change, tree, temperature and surrounding.

Introduction : Traditionally, the communications have focused on the extreme consequences of climate change and the uncertainty surrounding climate research. Scientist/sociologist have been emphasized the dramatic aspects of climate change, and often used doomsday images. Current research focusing, how the science communication would become as asset to understand the climate change. Climate change is all around us, and researchers agree that if

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लोककला माध्यम द्वारा विज्ञान एवं प्रौद्योगिकी संचार

डॉ. मनोज मिश्र *

प्रस्तावना : समाज में परम्परागत जन संचार माध्यम जिनमें कि मेला, प्रदर्शनियाँ, नुक्कड़ नाटक, झाकिया, लीलाएँ, प्रहसन, लोकगीत, लोकनृत्य, कठपुतली, धार्मिक प्रवचन, लाग, चौकियाँ आदि प्रमुख हैं। भारतीय जन मानस को सदियों से आंदोलित एवं अनुप्राणित करते आ रहे हैं। इस अवसर पर बिना किसी प्रचार-प्रसार के भारी संख्या में जन मानस इन मेलों एवं सांस्कृतिक आयोजनों में अपनी सहभागिता दर्ज करता रहा है। जहाँ मुद्रित, इलेक्ट्रानिक, श्रव्य दृश्य माध्यमों की अपनी सीमा है वहीं पर लोककला माध्यमों की पहुँच असीमित है। ये माध्यम वहाँ और भी शक्तिशाली बन बैठते हैं जहाँ साक्षरता कम है अथवा लगभग शून्य है।

इन धार्मिक-सांस्कृतिक अवसरों पर नाटक-नौटंकी, पुतल आदि के माध्यम से वैज्ञानिक संदेशों को आम जनमानस तक सहजता से पहुँचाया जा सकता है। ऐसे अवसरों पर प्रदर्शित की जाने वाली सांस्कृतिक झाकियाँ या प्रदर्शन सदियों से बड़े ही रोचक, मनोरंजनक एवं सशक्त तरीके से जन संवाद की भूमिका का निर्वहन करते चले आ रहे हैं। इन्हीं आयोजनों के जरिये सामाजिक जीवन के विविध पहलुओं का प्रस्तुतिकरण एवं आदर्श जीवन दर्शन का पाठ भी आम जनमानस को पढ़ाया जाता रहा है। भारतीय समाज में ऐसे सांस्कृतिक आयोजन इतने गहरे पैठ बना चुके हैं कि इनका कोई सहज विकल्प अभी निकट भविष्य में भी संभव प्रतीत नहीं है।

कुछ सार्थक प्रयास : राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद (NCSTC) ने इनके महत्व को समझते हुए विभिन्न स्वैच्छिक संगठनों के सहयोग से 1987 में "भारत जन विज्ञान जत्था" का आयोजन किया था। जिसमें देश के विभिन्न भागों में ज्यादातर लोककला माध्यमों के द्वारा विज्ञान को जन-जन तक पहुँचाने का प्रयास किया गया। इससे उत्साहित होकर 1990 में "भारत ज्ञान-विज्ञान जत्था" का आयोजन किया गया। 1992 में अपेक्षा कृत विशाल स्तर पर भारत जन ज्ञान-विज्ञान जत्था का आयोजन किया गया। इसके अतिरिक्त समय-समय पर पिछले दशकों में विभिन्न लोक कला माध्यमों द्वारा विज्ञान को जन-जन तक पहुँचाने के प्रयास किये गये हैं। यद्यपि विज्ञान एवं प्रौद्योगिकी संचार के लिए लोक कला माध्यमों का प्रयोग बहुत पुराना नहीं है तथापि पिछले तीन दशकों से इस क्षेत्र में उल्लेखनीय प्रयास देखे जा रहे हैं। राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद, नई दिल्ली के साथ केरल शास्त्र साहित्य परिषद एवं श्री द्वारिकाधीश वानस्पतिकी संस्थान जैसी संस्थाओं ने राष्ट्रीय स्तर एवं क्षेत्रीय स्तर पर विज्ञान एवं प्रौद्योगिकी के प्रसार के लिए लोक कला माध्यमों का व्यापक उपयोग किया है, जिसके नतीजे सार्थक एवं उत्साहवर्धक रहे हैं। राष्ट्रीय विज्ञान एवं प्रौद्योगिकी संचार परिषद द्वारा कठपुतली द्वारा विज्ञान संचार पर एक राष्ट्रव्यापी कार्यक्रम भी चलाया गया है। इसके अंतर्गत स्थानीय/क्षेत्रीय स्तर पर विज्ञान विषयों पर आलेख लिखने, पुतल बनाने और विज्ञान विषयों पर पुतल प्रदर्शन आयोजित करने का प्रशिक्षण दिया जाता है।

दृश्य-श्रव्य माध्यमों के इस्तेमाल, वैज्ञानिक विषयों पर स्लाइड शो, बाईस्कोप, श्रव्य कैसेट्स, व्याख्यान गोष्ठी, विज्ञान प्रदर्शनी, वैज्ञानिक प्रदर्शों की झाकियाँ एवं वैज्ञानिक मनोवृत्ति में उत्तरोत्तर सुधार के चलते लोक कला माध्यमों की उपयोगिता आज और भी बढ़ गयी है।

महत्व : सांस्कृतिक उत्सवों के दौरान लोक कला माध्यमों के जरिये वैज्ञानिक संदेश के प्रसारण से तात्कालिक प्रभाव वहाँ पर उपस्थित जन मानस प्राप्त करता है। वहीं उसके दूरगामी परिणाम यह होते हैं कि सांस्कृतिक, धार्मिक एवं सामाजिक कार्यक्रमों के आयोजक, संयोजक, आयोजन समिति के सदस्यगण एवं कलाकारों में विज्ञान के प्रचार प्रसार की अभिरूचि विकसित होती है। इसके साथ ही आम लक्ष्य समूह (बच्चे, युवा, वृद्ध) तक विज्ञान एवं प्रौद्योगिकी का प्रसार सुनिश्चित होता है जिससे

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Science awareness helps reduce snakebite mortality at Jaunpur: A study

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Out of 3,000 species of snakes found globally, only 410 species are poisonous around the world. Most of the people believe that all snakes are poisonous, which is a mis-belief. Snakebite is an occupational hazard causing considerable morbidity and mortality worldwide, particularly in tropical countries like India. About 270 snake's varieties in India are reported, while only a few of them are poisonous. Snakebite has been a recurring problem in the society, especially in rural areas, undoubtedly many snakebites case severe consequences even leading to death. Snakebite is a significant health concern, especially in rural populations of tropical and subtropical countries. Certain beliefs among the members of a society sometimes arise out of fear, helplessness, mis-beliefs or misunderstanding. These are generally referred to as "superstitions." These beliefs have existed since the earliest days of mankind. Many of them have no scientific temper; although they often appear illogical or unreasonable, they are still an integral part of peoples' hearts, brains and minds. In the present study, focused on Baksha Block, District Jaunpur, Uttar Pradesh from 2012 to 2017 on snakebite cases, it was found that most of the peoples were not having a scientific temper, rather they displayed strong mis-belief in superstitions. However, death rate was decreased during 2012-2017 and significant death reduction was observed where the victim had availed medical treatment within 2 to 6 hours. Maximum deaths are observed when people do not avail any scientific method. The results were drawn from questioners administered amongst people (sample size > 30) belonging to different locations. Though, most of them believe in various superstitions, such as going for exorcism, quacks, etc., many of them were able to save lives by taking medical aid due to appropriate education and awareness.

Keywords: Snakebite, Snakebite death, rural people, superstitions, appropriate education.

Introduction

Usually, the reports of snakebites coming especially

from rural areas are alarming. Basically, throughout Asia-Pacific Region snakebite's treatment remained in the domain of traditional, herbal or Ayurvedic

practitioners for the ages, therefore, majority of snakebite cases were not recorded. The global situation is based mainly on hospital records or health authority statistics, and publications. As an estimate, total number of snakebites each year might exceed five million with a mortality of 125000 each year in the world as a whole, including four million snakebites, two million snakebite envenoming, and 100000 snakebite deaths each year in Asia (Chipaux 1998). Most snakebites happen when the snake is trodden on, either in the dark or in undergrowth, by someone who is barefooted or wearing only sandals. The snake may be picked up, unintentionally in a handful of foliage or intentionally by someone who is trying to show off. Some bites occur when the snake, usually krait, comes into the homes at night in search of its prey and someone sleeping on the floor rolls over onto the snake in their sleep. Snakebites can happen in rural areas as well as in cities, but turns to be lethal largely in rural areas due to non availability of anti-venom injections or prevalent superstitions. Odisha and Jammu, where people sleep in small huts or open space witness frequent bites by krait during the night and wake with paralysis (Saini et al., 1986). A single bite of cobra contains venom capable of killing 15 to 20 persons. When 13 mg of venom is fatal for an average weight man, it can inject 12 to 20 times such dose and that is why serious cobra bite cases may not reach hospital within one hour. Time is a great factor for the cure of snakebite. The largest venom dose of any snake can be neutralized by anti-venom injection. Simply to illustrate, it can be said that injection of a mix of this venom and equivalent anti-venom has no effect on experimental animals. Then, where is the difficulty in curing a cobra bite? Simply people spoil time in reaching the hospital. They spend minutes in realizing the risk and ignore the gravity of snakebite, search a local traditional healer. Even today, in many places people carry the victim to the place of worship to pour water on the head, etc. All methods of first aid have been proved to be ineffective in snakebite, except immobilization of the victim. Least movement of the bitten part or the body could be a precaution one can take, so that venom may confine to local site of bite for longer duration, rather than movements of the patient, i.e. walking or running that increase blood circulation and eventually hasten venom entry to blood and brain.

Another precaution is the control of anxiety, as the excitement will increase heart beat further spreading venom. Make the victim lie flat with bitten limb below the heart level. Remove shoes, rings, watches, jewelry and tight cloths from the bitten area as they can act as tourniquet when swelling occurs. Do not apply a tourniquet (Amaral et al., 1998), do not wash the bitten site with soap or any other solution to remove the venom, do not make cuts or incisions on or near the bitten area (Bush et al., 2000), do not use electrical shock (Devis et al., 1992), do not freeze or apply extreme cold to the area of bite, do not apply any kind of potentially harmful herbal or folk remedy, do not attempt to suck out venom with your mouth (Anker et al., 1982), do not give the victim drink, alcohol or other drugs, do not attempt to capture, handle or kill the snake, patients should not be taken to quacks. Some initial research suggests that a "Pressure Pad" at the site of bite may be of benefit (Tun-pe et al., 1995). This, however, needs to be evaluated at field level in India to assess its efficacy. Snakebite Protocol of India, 2007 deals with the subject in detail. Snakebite has created a kind of phobia all over the world and WHO has issued guidelines in snakebite with display of venomous snakes of medical importance for different regions. Nations with high snakebite fatality like India, Pakistan have formulated national protocols of snakebite for affected areas. Indian national protocol has formulated the method of treating different types of bites and has outlined treatment, with all precautions. Few cobra bites may be too poisoned to take advantage of 40 minutes, but majority can be saved if the victim gets anti-venom injection in a given time-frame. The provisions of National Snakebite Protocol are not conclusive on treatment of such cases. Evidences of snakebite attendance in medical centers at present indicate improvement. The cases of snakebite mortality as revealed from data available today are definitely reduced to some extent as compared to the data available ten years before. The faster urbanization and deforestation is a way definitely to reduce snakebite substantially, yet total reduction cannot be thought of in such a tropical region. Incidences of cobras in rural as well as urban areas of Jaunpur were observed frequently. Severely envenomed cases are a few among such bites, very short time in hands due to very quick spread of venom in human system and affecting nerve mechanism

of respiration and rapid onset of death debar cases in receiving treatment. The objectives of the present study are: i) to observe the mindset for snakebite among the male and female in Baksha block; ii) rate of snakebites and death, and iii) impact of awareness of snakebite protocol among people.

Materials and methods

Study sites of SB and awareness towards medical treatment

Study sites of the present study were spread over different locations of Baksha Block, Jaunpur District, U.P. A descriptive cross-sectional study based on self-administered questionnaire among SB victims in Jaunpur on the provisions of Snakebite Protocol 2007 led to some significant observations with respect to superstitions and treatment of SBD, during the year of 2012 to 2017. A random descriptive cross-sectional study was carried out each year over the period. The study is based on about 12 doctors and 42 health professionals employed at the hospitals along with rural peoples (>30) from each site of Baksha Block. Analyses of variance were performed with the SAS (Statistical Analysis System) software (Version 9.1). Dun-can's test was used for multiple range analyses to determine the significant difference between groups of data. The results were considered to be significant at $P < 0.05$.

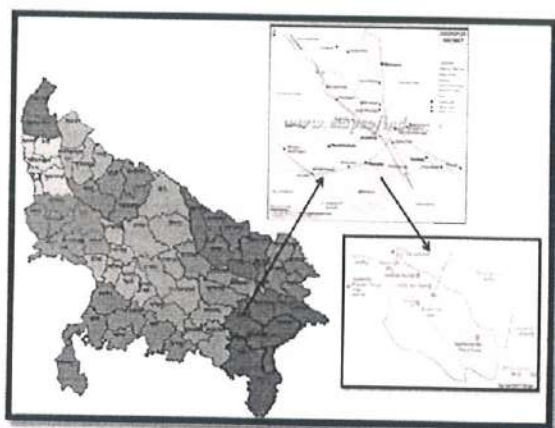


Figure 1: Survey and study sites of Baksha Block, Jaunpur, U.P.

Results and discussion

A significant observation involving superstitions remained dominant throughout the study in the cases of snakebite and snakebite deaths among old persons (>50 years; Figure 3) followed by young persons (<50 years; Figure 3) in Baksha Block, Jaunpur District (Figure 1). About 67% snakebite deaths were observed in the year 2012, while out of 30 snakebite cases, 11 died due to local treatment due to prevailing superstitions (Figure 2). WHO reported that about more than 25,00,000 venomous snakebites per year result in 1,25,000 deaths worldwide, out of which about 1,00,000 are in Asia and approximately 20,000 in Africa (Pinho et al., 2005 and Sitprija, 2006). Around 3000 species of snakes exist globally and about 410 are considered venomous amongst them (Pinho et al., 2001).

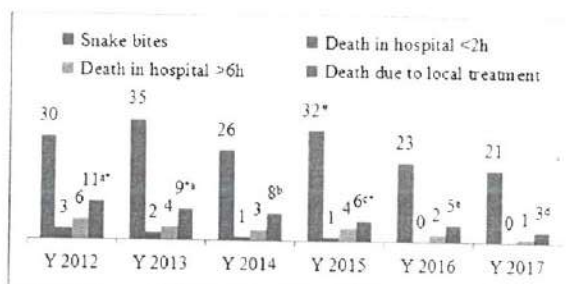
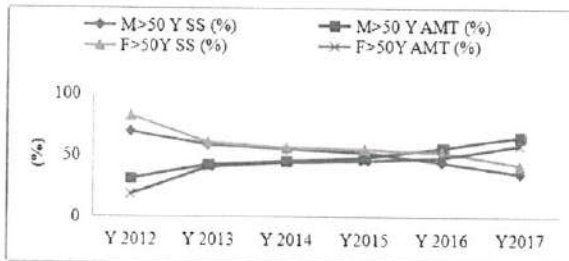
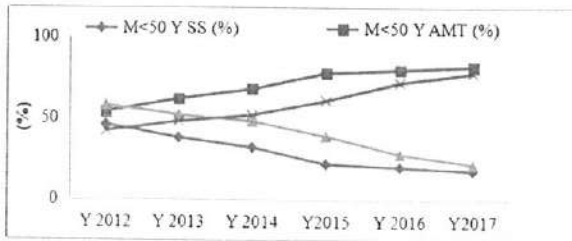


Figure 2: Snakebite and snakebite deaths in Baksha Block, Jaunpur

This is due to tropical climate, agricultural and forest based livelihood and many other social factors associated. The American Society of Tropical Medicine and Hygiene still quotes very high figures from India, i.e. 46,000 persons die every year from snakebites, against the official figure of only 2,000 (*Times of India*, 6 December, 2011). Jena et al., 1993 earlier reported 2,500 to 6,000 cases of snakebites in Odisha causing around 1,000 snakebite deaths annually in Odisha. In the present study, snakebite death records from hospitals were surprising, self-administered questioners based survey among doctors, health personnel, and others has revealed that people from rural areas were generally less aware of medical treatment of snakebite, although a few of them were able to reach hospitals in serious to very serious conditions. Earlier, they used to avail quake treatment or treatments related superstition. In such cases the patients were generally not curable and most of them died (Figure 2).



(A)



(B)

The present study was focused on scientific communication and awareness towards snakebite menace and to reduce snakebite cases in Baksha Block (Figure 1). It was found that out of 13 different locations, 1062 peoples of Baksha Block were almost unaware of the proper medical treatments of snakebite. It was observed that males and females who

are above 50 years, strongly believe in superstitions rather than medical treatment, followed by those below 50 years. All of them belong to rural area and low literate. Undoubtedly, this is an alarming situation for society. Keeping in view the scenario, the author had initiated an awareness campaign for Snakebite Protocol 2007 in the area of study by involving science communication students. First, we gathered the snake-catchers from the locality and made a team to interact the native people beginning from 2013. As compared to a well established fact supported by several research papers that all snakes are not poisonous, most of the people from Baksha Block believed that all snakes are poisonous. The team has been able to demystify the miss-perception and improved the common understanding of the people about poisonous and non poisonous snakes by way of identification of native snakes (Figure 4). Accordingly, the phobia of snakebites and snakebite deaths reduced during 2012 to 2017 (Figure 2).

The team worked on three dimensions, viz. Wiping-out superstitions associated to snakebite; identification of poisonous and non-poisonous snakes; and promoting awareness for proper medical treatment of snakebites within given time-frame. The study also stresses over the fact that science



On-site snakes awareness activities at Baksha Block involving science communication students

communication as a tool has been extremely effective towards achieving the intended objectives with encouraging impact (Figure 2).

Conclusion

Science communication plays an important role in the society for improvement of healthy life among rural masses of the country. However, the diversity of people in our country with respect to local languages and habitat poses certain challenges while conveying the knowledge and messages of science to them. Development of scientific temper in rural areas is yet another aspect needs to be given due priority. The present study shows the limited awareness towards snakebite cases, prevalence of age old superstitions, and improper accessibility of medical treatment, etc. During the course of the study, the people were educated and motivated for proper medical treatment, resulting into reduction of superstitions as well as snakebite mortality in the area.

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Jaunpur**

सूचना देने वाला अभिलेख
कौशाम्बी का बौद्ध विहार घोषिताराम का अभिलेख : नामकरण समस्या

डॉ. मनोज मिश्र *

प्रस्तावना : प्रस्तुत आलोचित अभिलेख बौद्ध साहित्य की महत्वपूर्ण सूचना की पुष्टि करता है कि कौशाम्बी के समृद्ध सेठ घोषित द्वारा भगवान बुद्ध के वर्षाकालीन आवास के लिए कौशाम्बी में एक विहार का निर्माण कराया था। सूचना देने वाले इस अभिलेख में संदर्भित घोषित को पालि साहित्य में सम्राट उदयन का समकालीन सेठ बताया गया है। नामकरण समस्या विषयक समीक्षा के पूर्व प्रस्तुत अभिलेख के दोनों वाक्यों का देवनागरी रूपान्तरण निम्नोक्त है—

1. भयंतस धरस अंते वासिस भिखुस फगुलस।
4. बुधावासे घोषिता रामे सब बुधानं पुजाये शिला कारिता।।

विवेचन : प्रस्तुत शोध-टिप्पणी में उस विशेष प्रस्तर-खण्ड से सम्बन्धित कुछ महत्वपूर्ण तथ्यों पर विचार किया जा रहा है, जो इलाहाबाद विश्वविद्यालय के पुरातत्व दल को 1949 के लगभग सुप्रसिद्ध बौद्ध-स्थली कौशाम्बी से प्राप्त हुआ था। आलोचित प्रस्तर-खण्ड के मध्यवर्ती अन्तराल में दो पक्तियों में निबन्धित एक सुदर्शन अक्षरों में अंकित अभिलेख है, जिसे पुरालिपि-परक एवं स्तरीकरण, दोनों ही दृष्टियों से प्रथम शताब्दी ई.पू. के लगभग रखा जा सकता है। उन पूर्वसूरियों में, जिन्होंने इस अभिलेखांकित प्रस्तर खण्ड की विशेष समीक्षा की है, जी.आर. शर्मा,¹ जे.एस. नेगी,² ए.घोष,³ एम.एन. देशपाण्डे⁴ एवं एस.एन. राय,^{4क} का विशेष उल्लेख किया जा सकता है। प्रस्तुत टिप्पणी इन विद्वानों के विचारों एवं निष्कर्षों पर मूलतया आधारित है, यद्यपि यत्र-तत्र आवश्यकतानुसार लेखक ने अपने विचारों को भी प्रस्तुत करने का प्रयास किया है।

यहां उल्लेखनीय है कि शर्मा एवं नेगी, इन दोनों ही विद्वानों ने आलोचित प्रस्तर-खण्ड को "आयागपट्ट" की संज्ञा प्रदान किया है। इस सन्दर्भ में यहां प्रसंगित किया जा सकता है कि बूलर ने ऐसी स्थापना किया है कि "आयागपट्ट" नाम जैन-कला में ही सीमित था। इनके अनुसार न तो बौद्ध-परम्परा में, और न ही पारम्परिक हिन्दू कला में "आयागपट्ट" का प्रसंग मिलता है।⁵ बर्जेस को सन्दर्भित करते हुए बूलर ने यह भी कहा है कि बौद्ध-कला में परम्परानुसार ऐसे शिला-खण्डों को "उधपट्ट" (अर्थात् ऊर्ध्वपट्ट) कहा गया है।^{5क}

उक्त अवधारणा के अनुसार प्रस्तुत शिलाखण्ड को "आयागपट्ट" कहना भ्रामक प्रतीत होता है। किन्तु इसके पहले कि शर्मा और नेगी द्वारा प्रस्ताव्य नामकरण को अस्वीकार किया जाय, निम्नोक्त तथ्यों पर ध्यान देना उचित प्रतीत होता है।

निष्कर्ष

1. यह कहना कि "आयागपट्ट" हिन्दू परम्परा के लिए अविदित है, अप्रसांगिक होगा। "आयाग" का सन्दर्भ रामायण (1.32.12) में मिलता है, जिसे रामायण के टीकाकार ने "यजमानीय देवता" का द्योतक बताया है—अर्थात् उपास्य देवता।
2. जैनतर "आयागपट्ट" का सबसे सटीक उदाहरण वह शिलाखण्ड है, जो फूहरर को अहिच्छत्रा के उत्खनन से प्राप्त हुआ था। यह शिलाखण्ड एक बौद्ध विहार के अवशेषों में मिला था। इस पर अंकित अभिलेख आर्ष अक्षरों (द्वितीय शताब्दी ई.पू. के आस-पास) में है, जिसमें "आयापट्ट" शब्द प्रसंगित है।⁶ इसके आधार पर यह कहा जा सकता है कि बौद्ध परम्परा के लिए "आयागपट्ट" शब्द अपरिचित नहीं है।

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भरहुत-अभिलेखों में प्रयुक्त स्थान वाचक नाम

डॉ. मनोज मिश्र *

मध्य प्रदेश के सतना जिले में स्थित भरहुत का प्राचीन भारतीय इतिहास के अंकन में महत्वपूर्ण योगदान है। भरहुत से प्राप्त अभिलेखों की एक लम्बी श्रृंखला से द्वितीय शताब्दी ईसा पूर्व की धार्मिक, सामाजिक एवं आर्थिक गतिविधियों की जो बाँकी-झाँकी मिलती है उसमें सामान्यता भारतीय जीवन के शाश्वत स्वरूप एवं विशेषतया शुंगकालीन जीवन की प्रतिष्ठा है।

वह विलुप्त नगरी मूलतः मैहर उपात्यका के सीमान्त में स्थित थी जहाँ पर उज्जैन-विदिशा से मार्ग पाटलिपुत्र की ओर मुड़ता था तथा कौशाम्बी एवं श्रावस्ती की दिशा में भी राजमार्ग जाता था। इसके स्थानीय स्थिति के महत्व को समझकर ही यहाँ पर एक स्तूप का निर्माण हुआ था जिससे यात्री गणों का ध्यान इस ओर आकर्षित हो सके। उक्त सम्भावना के संकेतक प्रचुर अभिलेखिक साक्ष्य भरहुत की वेदिकाओं से संलग्न है जिनमें दानकर्ताओं के नाम तो अंकित ही हैं, इसके अतिरिक्त इन दानकर्ताओं के स्थान विशेष का भी साथ-साथ अंकन हुआ है। इन अभिलेखों से ध्वनित होता है कि भरहुत स्तूप के दर्शन एवं सम्मान के लिए भिक्षु-भिक्षुणी तथा सामान्य लोग विभिन्न स्थानों से आया चुकी है एवं कुछ एक की अनुमान परक पहचान की गयी है। ऐसे स्थान वाचक नाम जिनकी निश्चित पहचान की जा चुकी है उनमें से कुछ एक का वर्णन निम्नवत है :-

1. **करहकट** : सम्भवतः कर्हाड, जो सतारा जिले में कोल्हापुर से लगभग पैंतालिस किलोमीटर उत्तर में स्थित है। इसे कराड भी कहते थे, जो शीलहार वंश की एक शाखा की राजधानी के रूप में प्रतिष्ठित था।

2. **कोसंबी** (संस्कृत कौशाम्बी) : इसकी पहचान आधुनिक कोसम नामक गाँव से की जाती है। यह इलाहाबाद से दक्षिण-पश्चिम यमुना नदी के तट पर स्थित है। महापरिनिब्बानसुत्त से ज्ञात होता है कि बुद्ध के काल में यह उत्तर भारत का एक प्रसिद्ध नगर था। यहाँ वत्स वंशीय शासकों की राजधानी प्रतिष्ठित थी।

भरहुत से प्राप्त एक अभिलेख में अंकित है-

“कोसबेयकय भिखुनिय वेनुपमियीयाय धमारखिता या दानं”

अर्थात् कौशांबी के वेणुकग्राम की रहने वाली भिक्षुणी धर्मरक्षिता का दान।

3. **नासिक** : इसकी पहचान गोदावरी के तट पर स्थित आधुनिक नासिक से की जाती है। यह स्थान मुंबई से लगभग 121 किलोमीटर उत्तर-पूर्व की ओर स्थित है। इसकी प्रसिद्ध तीर्थ-स्थान के रूप में पुरातत्व की दृष्टि से भी इसे प्रसिद्ध माना जाता है। यहाँ अनेक अभिलेखांकित गुहा-मन्दिर हैं।

4. **पाटलिपुत्र (संस्कृत पाटलिपुत्र)** : इसकी पहचान आधुनिक पटना से की जाती है। मौर्य-साम्राज्य के गुप्त-साम्राज्य की राजधानी होने का भी इसे सुयोग मिला था। इसकी स्थापना मगधराज अजातशत्रु ने लगभग 483 ईसा पूर्व में किया था। इसका विशद विवरण यूनानी यात्री मेगस्थनीज ने दिया है जो चन्द्रगुप्त मौर्य (चतुर्थ शताब्दी ईसा पूर्व) के शासन काल में आया था। यहाँ उत्खनन कार्य कई बार सम्पन्न हुआ है। महापरिनिब्बानसुत्त से ज्ञात होता है कि यह स्थान पहले एक गाँव (पाटलिग्राम) के रूप में विद्यमान था। उक्त बौद्ध ग्रन्थ में इसे नगर का रूप देने का श्रेय मगधराज अजातशत्रु ने दिया है जो और वर्णकार नाम महामात्रों को दिया गया है। कहा गया है कि उक्त ग्राम का “नगरमापन” के

की आक्रामक गति-विधि को रोकने के लिए किया गया था।

5. **पुरिका** : हरिवंश (विष्णुपर्वन XXXVIII 20-22) के अनुसार यह नगर विन्ध्य पर्वत की दो पहाड़ियों के बीच स्थित था। पुराणों के भुवनकोश खण्ड में पुरिका निवासियों को पौरिक अथवा पौलिक की संज्ञा

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स्वास्थ्य पत्रकारिता : लोक वानस्पतिकी परिप्रेक्ष्य

डॉ. मनोज मिश्र *

प्रस्तावना : आज भारत की आबादी सवा सौ करोड़ के आँकड़े को पार कर रही है। ऐसे में अहम होते जन-स्वास्थ्य के मुद्दे पर स्वास्थ्य पत्रकारिता का महत्त्व बढ़ गया है। नित नयी बीमारियों से आज जनमानस पीड़ित है। जागरूकता के लिए सुदूरवर्ती क्षेत्रों के आम-जन तक स्वास्थ्य पत्रकारिता के जरिये सर्वसुलभ लोक वानस्पतिकी का प्रचार-प्रसार सुनिश्चित कर समाज के प्रत्येक नागरिक को स्वस्थ रखा जा सकता है। भारत की मूल विज्ञान नीति 1958 में भारत के पहले प्रधानमंत्री पं० जवाहर लाल नेहरू ने आम आदमी तक वैज्ञानिक मनोवृत्ति के प्रसार की पुरजोर वकालत की थी, आज यह देखकर सुखद लगता है कि देश के सर्वोच्च मीडिया घराने अपने सम्मानित पत्रों में साप्ताहिक रूप से स्वास्थ्य पत्रकारिता के जरिये आम जनमानस को विभिन्न रोगों के प्रति जागरूक एवं सही दिशा में उपचार करने के लिए जानकारी दे रहे हैं।

हमारी संस्कृति की आर्ष वाणी रही है कि "चिकित्सात् पुण्य तमो न किञ्चित्" अर्थात् चिकित्सा से बढ़कर कोई पुण्य नहीं है। श्री मद्भगवद् गीता में वर्णित है कि

"न त्वहं कामये राज्यं, न स्वर्गम् नापुनर्भवम्। कामये दुःखतप्तानां प्राणिनामार्तिं नाशनम्॥"

(मुझे न तो स्वर्ग की कामना है, न राज्य सिंहासन की चाहत और न ही पुनर्जन्म की कामना रखता हूँ। मेरी मनोकामना यह है कि मैं दुःख और कष्ट से घिरे प्राणियों के काम आ सकूँ और उनका दुःख मिटा सकूँ)

मानव स्वास्थ्य, संतुलित जीवन शैली, पोषक आहार, रोगों की प्रकृति की जानकारी देना और नये-नये चिकित्सकीय अनुसंधानों से जन-जन को परिचित कराना स्वास्थ्य पत्रकारिता का मूल उद्देश्य है। हमारे प्राचीन वैज्ञानिकों-मनीषियों के उद्घोष सर्वे भवन्तु सुखिनः, सर्वे सन्तु निरामयाः, सर्वे भद्राणि पश्यन्तु, मा कश्चिद् दुःख भाक् भवेत्॥ इसी स्वास्थ्य पत्रकारिता से सार्थक होगा। आज प्रसन्नता है कि देश के समाचार पत्र एवं इलेक्ट्रॉनिक मीडिया बहुत ही सुबोध, सरल एवं बोधगम्य रूप से अपने पाठकों तक स्वास्थ्य सम्बन्धी जानकारी को अपने समाचार पत्र एवं चैनलों के जरिये पहुँचा रही हैं।

गौरवशाली अतीत : भारत के दो महान चिकित्सकों चरक एवं सुश्रुत ने समूची दुनिया को लोक वानस्पतिकी से परिचित कराया। चरक ने जहाँ लोक वानस्पतिकी के औषधीय गुणों को वहीं सुश्रुत ने प्लास्टिक सर्जरी की जानकारी देकर भारत का मस्तक सदा सर्वदा के लिए पूरे विश्व में उँचा किया है। परम्परा का निर्वहन करते हुए समय-समय पर जीवक, वाग्भट्ट, नागार्जुन एवं भावमिश्र जैसे महान प्राचीन चिकित्सकों ने लोक वानस्पतिकी के इस ज्ञान को और आगे बढ़ाते हुए भाव प्रकाश जैसे ग्रन्थों के माध्यम से जन-जन तक लोक वानस्पतिकी के गुणों से परिचित कराने में अपनी महत्वपूर्ण भूमिका अदा की है। प्राचीन भारत के महान चिकित्सक जीवक कौमार भृत्य का एक प्रसंग बौद्ध ग्रन्थ महावग में मिलता है कि जब तक्षशिला में अध्ययन के दौरान उनके आचार्य ने उनसे कहा कि आश्रम के आस-पास जंगल में ऐसा कोई पौधा लाओ जिसमें कोई औषधीय गुण न हो। देर शान जाँचक कौमार भृत्य ने अपने आचार्य से कहा कि मुझे ऐसा कोई भी पौधा नहीं दिखा जिसमें कोई औषधीय गुण न हो। आचार्य ने जीवक से कहा कि आज से तुम्हारी शिक्षा पूरी हुई अब तुम वैद्य हो, जाओ इस वानस्पतिकी ज्ञान के उपयोग से जन सामान्य के समस्त रोगों का उपचार करो। भारत देश को एक और गौरव प्राप्त है कि एक सर्वेक्षण के अनुसार देश में आज भी करीब 50 हजार पेड़-पौधे-वनस्पतियों औषधीय गुणों से युक्त हैं।

लोक वानस्पतिकी : हमारे सुदूरवर्ती क्षेत्रों/गाँवों में 'खर बिरइया' के नाम से हर आदमी के लिए परिचित कई जड़ी बूटियाँ हैं जो मानव स्वास्थ्य के लिए प्राचीन काल से संजीवन का काम करती चली आ रही हैं। उन्हें ही लोक वानस्पतिकी कहा जाता है। जिनको आम तौर पर छोटी-मोटी शिकायतों जैसे बदनहजमी, त्वचा सम्बन्धी बीमारियों, पेट दर्द, जोड़ के दर्द, जुकाम, पीलिया सम्बन्धी बीमारियों एवं

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भारतीय इतिहास के अंकन में भरहुत-अभिलेखों की भूमिका डॉ० मनोज मिश्र*

भरहुत अभिलेखों के प्रकाश में आने के पूर्व बौद्ध ग्रन्थों एवं तिब्बती इतिहासकार तारानाथ के विवरण में शुंगों को बौद्ध धर्म का शत्रु, स्तूपों और विहारों का विनाशक बताया गया था। दिव्यावदान में स्पष्ट वर्णित है कि "यो में एक श्रमण सिरं दास्यति तस्याहं दीनारशतं दास्यामि" (जो मुझे एक भिक्षु का सिर देगा उसे मैं 100 दीनारे दूँगा)। नवम्बर 1873 में सर अलेक्जेंडर कनिंघम एवं जे०डी० बेगलर द्वारा भरहुत के स्तूप एवं बेष्टिनी (त्पसपदह) अभिलेखों को उदघाटित एवं प्रकाशित करने के बाद बेष्टिनी पर अंकित अभिलेख 'सुगनरजे....' (शुंगों के राज्यकाल में) खुदा हुआ मिलने से यह तथ्य सर्वविदित हुआ कि शुंग राजा बौद्ध धर्म के संरक्षक रहे हैं। इस तथ्य को स्वीकार करने में कोई विसंगति नहीं है कि इन अभिलेखीय साक्ष्यों से भारतीय इतिहास का अंकन समृद्ध हुआ है। भरहुत अभिलेखों ने ही सर्वप्रथम इस तथ्य की ओर इंगित किया कि शुंग राजवंश बौद्ध धर्म का उत्पीड़क नहीं था।

मध्य प्रदेश के सतना जिले में स्थित भरहुत से प्राप्त अभिलेखों के ऐतिहासिक महत्व के अनुरेखन के क्रम में भरहुत स्तूप के विभिन्न अंगों से प्राप्त शताधिक छोटे-बड़े अभिलेखों को संदर्भित किया जा सकता है जिनमें अनेक ऐसी ऐतिहासिक सूचनाएं प्रदत्त हैं जो अन्य साक्ष्यों से ज्ञात नहीं थे। भरहुत से अभिलेखों की दो श्रृंखला मिलती है। पहले तो वे हैं जो कि कथा दृश्यों के साथ उपलब्ध हैं जो कि कथा प्रसंग को स्पष्ट करते हैं तथा दूसरे वे हैं जो कि स्वतंत्र रूप में हैं, जिसमें प्रायः दानकर्ताओं के नाम उल्लिखित हैं। अधिकांश अभिलेख इसी श्रेणी में हैं जो कि तत्कालीन व्यवसाय, सामाजिक रीतियों, परम्पराओं, धार्मिक विश्वासों, नामों की परम्परा, नगरों के नाम, दानियों के पद आदि का उल्लेख करते हैं।

भरहुत के संदर्भ में निम्नोक्त अवधारणा को मानने में कोई विसंगति नहीं है कि यह विलुप्त नगरी मूलतः मेहर-उपात्यका के सीमान्त में स्थित थी, जहां से विदिशा और उज्जैन को पाटिलपुत्र से मिलाने वाला मार्ग कौशाम्बी होते हुए जाता था। उक्त संभावना के संकेतक प्रचुर अभिलेखीय साक्ष्य भरहुत से मिले हैं। भरहुत की वेदिकाओं से संलग्न ऐसे अनेक अभिलेख मिलते हैं जिनमें दानकर्ताओं के मूल निवास स्थान का उल्लेख किया गया है। जिनसे ज्ञात होता है कि भरहुत-स्तूप के दर्शन एवं सम्मान के लिए भिक्षु, भिक्षुणी तथा सामान्य लोग पाटिलपुर, कौशाम्बी, मथुरा, पदोला (मध्य प्रदेश के विलासपुर जनपद में स्थित पण्डरिया), विदिशा, भोजकटक (भोपाल में स्थित भोजपुर), नासिक तथा करहकट (सतारा में स्थित करहद) से आया करते थे। इस बात की संभावना से इन्कार नहीं किया जा सकता है कि दान-दाता मूल रूप से पाटिलपुत्र, कौशाम्बी आदि के मूल निवासी रहे हो तथा आजीविका के प्रसंग में भरहुत या उसके समीप स्थाई रूप से निवास करने लगे। दान देते समय अपने मूल स्थान के प्रति विशेष लगाव के कारण दानकर्ताओं ने अपने मूल स्थान का उल्लेख अपनी पहचान सुरक्षित रखने के लिए किया हो जो कि भारतीय इतिहास के लेखन में एक महत्वपूर्ण साक्ष्य है।

भरहुत के स्तूप एवं इसके चतुर्दिक बनी हुई वेदिका के समय के निश्चयार्थ कोई निश्चित साक्ष्य नहीं मिलता है किन्तु इतना निश्चित है कि इसका निर्माण एक ही समय में नहीं हुआ था। इसमें संयोजन एवं परिवर्धन श्रद्धालुओं द्वारा उनके संसाधनों के अनुरूप होता रहा। कनिंघम ने ऐसा सुझाव रखा था कि मूल इष्टका-निर्मित स्तूप अशोक के काल में बना था तथा इस लिपि के अक्षर आकार वस्तुतः उसी प्रकार के हैं, जैसा कि अशोक के शिलालेखों एवं स्तम्भ लेखों में अंकित है तथा यह निश्चित है कि इन्हें द्वितीय शताब्दी ईसा पूर्व के उपरान्त नहीं रखा जा सकता। आर०सी० मजूमदार ने इस मत की ग्राह्यता को संदिग्ध माना है, क्योंकि वेदिका के संलग्नक अभिलेखों की प्राकृत अशोक के अभिलेखों में प्रयुक्त प्राकृत से भिन्न है। बरुआ की संभावना के

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जोखिम संचार
जनपद जौनपुर (उ.प्र.) में सर्पदंश जुड़े अन्धविश्वासों के निराकरण हेतु आरम्भिक प्रयास, परिणाम एवं संस्तुतियाँ

डॉ. मनोज मिश्र *

प्रस्तावना : आम जन-जीवन में साँपों को लेकर बहुत सारी भ्रान्तियाँ एवं अन्धविश्वास प्रचलित हैं, जिसे यदा-कदा, हमारे संचार माध्यम जिरामें प्रमुखतया प्रिन्ट एवं इलेक्ट्रानिक माध्यम हैं, साँपों के बारे में प्रचलित अवैज्ञानिक धारणाओं को और बढ़ावा दे रहे हैं। प्रस्तुत अध्ययन में लक्ष्य क्षेत्र के आम जन-जीवन में सक्रिय सपेरों को स्वयंसेवकों का दायित्व देकर स्थानीय चिकित्सकों के माध्यम से जागरूक करने का प्रयास किया गया है। जिसके चलते लक्ष्य क्षेत्रों में सर्पदंश की घटनाओं में अप्रत्याशित कमी पाई गई।

सर्वेक्षण एवं कार्यविधि : सर्वप्रथम बख्शा विकासखण्ड के उन चयनित क्षेत्रों का सर्वेक्षण कराया गया, जहाँ सर्पदंश से विगत दशक में सबसे अधिक मौते हुई है, हालांकि ग्रामीण क्षेत्रों में सर्पदंश से होने वाली मौतों के बारे में पारिवार जन एवं ग्रामीण अपने अन्धविश्वासों के चलते कुछ बताते नहीं हैं। सर्वेक्षण के लिए विकासखण्ड के प्राथमिक स्वास्थ्य केन्द्र में दर्ज आँकड़े, जौनपुर जिला चिकित्सालय से सम्बन्धित आँकड़े ग्राम पंचायतों के ग्राम प्रधानों एवं अन्य सामाजिक कार्यकर्ताओं से जानकारियाँ प्राप्त की गई।

स्थानीय सपेरों एवं चिकित्सकों को स्वयंसेवकों के रूप में अवैतनिक नियुक्त किया गया, जिन्हें भारत सरकार द्वारा सर्पदंश प्रबन्ध प्रोटोकॉल 2007 का विधिवत् प्रशिक्षण श्री द्वारिकाधीश लोक संस्कृति एवं वानस्पतिकी विकास संस्थान द्वारा दिया गया। तदन्तर प्रशिक्षित स्वयंसेवकों द्वारा जौनपुर जनपद के बख्शा विकासखण्ड के चयनित स्थानों पर सर्पदंश से बचाव के लिए जन जागरूकता अभियान चलाया गया। उपरोक्त जनजागरूकता अभियान के अन्तर्गत सर्वप्रथम आम लोगों को समाज में व्याप्त तमाम लोक कथाओं, अन्धविश्वासों, मान्यताओं एवं अवैज्ञानिक धारणाओं आदि बिन्दुओं (तालिका-1) से अवगत कराते हुए वैज्ञानिक मान्यताओं को बताया गया।

तालिका-1 :

अन्धविश्वासों का अभिलेखन

- क्रोधी व्यक्ति का ही साँप के रूप में पुर्नजन्म होता है।
- साँप का रास्ते में पड़ना घोर अशुभ मृत्यु योग है।
- साँप के काटने से बचना है तो उसे नाग पंचमी को दूध पिलायें।
- रात में साँप का स्मरण करने से बिस्तर पर साँप आ जाता है।
- मणिधारी साँप का होना।
- इच्छाधारी नाग-नागिन का होना।
- साँप बीन की धुन के बड़े शौकीन होते हैं।
- साँप मारने वाले पूरे घर को सर्प परिवार के लोग बदला लेते हैं।
- सर्प श्राप से सन्तान नहीं मिलती।
- साँप को मारने वाले की फोटो साँप की आंखों में कैद हो जाती है।
- जटाधारी साँप होते हैं, जो कि हजारों वर्ष पुराने हैं।
- साँप हवा में उड़कर हमला करता है।
- साँपों की मणि यदि मिल जाय तो व्यक्ति मालामाल हो जाता है आदि-आदि।

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Emergence and Understanding of Scientific Development from Ancient Divine Literatures of India

Dr. Manoj Mishra *

Science and Technology both play important role in the development of human civilization followed by Arts and Literatures. The concept of science arises from the philosophy of world's ancient religion ie SANATAN DHARMA like cause and effect; whatever you gave that would be returns to you etc. Thermodynamic principals and Newton's Theory both are based on aforesaid concept, which makes revolution in the field of Physics. We must be remember that the root of all the scientific thought/concepts to understand the nature and principals of natures having in our ancient divine literatures viz. Vedas, Upanishads etc. The mysteries of these divine literatures are unexplainable and some time beyond of understanding due to their language (Sanskrit and Indus scripts). Several modern human thinkers and learners fellows are unable to understand to whole concepts of ancient literatures. Meanwhile, the root of Astronomy, Mathematics, Medicine, Archaeology, Science etc. are originate from ancient divine literatures. It is absolutely true for any nations who are in the race of developed countries of the world, must be under the umbrella of Scientific and Technological development. Several thinkers of the world highlighted their views for ancient Indian literatures like Henry David Thoreau said: "In the morning I bathe my intellect in the stupendous philosophy of the Bhagavad Gita, their writings contain many thoughts from Vedic Philosophy. Alfred North Whitehead (British mathematician, logician and philosopher), who stated that: "Vedanta is the most impressive metaphysics the human mind has conceived. Aryan Invasion theory given by Max Muller, the principal architect, admitted the purely speculative nature of his Vedic chronology. The Six Systems of Indian Philosophy, he wrote: "Whatever may be the date of the Vedic hymns. Recently, Indian President Late Dr. A.P.J. Kalam known as Missile Man and who wrote in his book (Wings of Fire) the concept of missile were developed in his mind during childhood from Ramayana. Ancient divine literatures also provide us how to leave a healthy life as a good human beings, Gro Harlem Brundtland is a former Prime Minister of Norway gave the concept of Sustainable development [Our Common Future, also known as the Brundtland Report, from the United Nations World Commission on Environment and Development (WCED) was published in 1987] to the world and this concept make revolution in the field of scientific development, ie Sustainable development is the integrated parts of Ethics and Socio-scientific development. The ethics are earlier reported in several literatures of India and worlds. Hence, the Scientific development must be sustainable and under the enlightenment of divine literatures.

Keywords: Vedic literatures, Vedic science, Modern science, Human development

Introduction : The Vedas deal with knowledge, they cover knowledge both physical and spiritual. They are source of all knowledge according to several literatures (Kanigel, R. 1991, Frawley, 1994, Kak, 1986, Raja Ram Mohan Roy, 1999). Especially the Vedic views revolve around the concept of nature and life. The visions of the beauty of life and nature in the Vedas are extremely rich in poetic value. Perhaps nowhere else in the world has the glory of dawn

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भरहुत लिपि : अक्षरांकनों की समीक्षा

डॉ. मनोज मिश्र *

प्रस्तुत शोध पत्र में कुछ एक विषय-विवेचकों के सुझावों को समीक्षा का विषय बनाते हुए भरहुत-लिपि के अक्षर-आकारों को निदर्शित कर उन्हें समीक्षा का विषय बनाया गया है। अहमद हसन दानी ने भरहुत के अभिलेखों को दो वर्गों में रखा है तथा उन्हें लिपि की व्यवस्था के अनुसार इन दो वर्गों में रखते हुए इन्हे भरहुत-I और भरहुत-II की संज्ञा प्रदान किया है। पहले वर्ग के अभिलेख वेदिकाओं पर अंकित है। दूसरे वर्ग से सम्बन्धित वह विशेष अभिलेख है, जो तोरण पर अंकित है एवं शुंग-राज्य को संदर्भित करता है। दानी ने तोरणांकित अभिलेख की तिथि पर कोई विशेष टिप्पणी नहीं की है किन्तु वे भरहुत-I से सम्बन्धित अभिलेखों को प्रथम शताब्दी ईस्वी के द्वितीय चरण में रखने के पक्ष में है। इनकी अवधारणा के अनुसार इन अभिलेखों की लिपि पभोसा और अयोध्या के अभिलेखों की लिपि की समस्तरीय है। दानी ने इस बात पर भी बल दिया है कि प्रायः पुरालिपि-वेत्ता इस बात पर ध्यान नहीं देते कि आर्ष आकार नवीन आकारों के साथ प्रयुक्त होते हैं। दानी की समीक्षा का बाह्य पक्ष आकर्षक अवश्य है, किन्तु आन्तरिक पक्ष साक्ष्यों के साथ ताल-मेल नहीं खाता। इसके अतिरिक्त दानी की यह टिप्पणी भी निरापद नहीं है कि भारतीय पुरालिपि-वेत्ता इस बात को भूल जाते हैं कि अभिलेखों में आर्ष आकारों के साथ-साथ नवीन आकारों के प्रयोग की परम्परा साथ-साथ चलती रहती है। वस्तुतः इस आशय के सुझाव दानी के पूर्ववर्ती (अल्टेकर) एवं उत्तरवर्ती (राय) जैसे पुरालिपिशास्त्रियों ने बार-बार प्रस्तावित कर सम्बन्धित अभिलेखों की लिपि के समय को निश्चित करने का प्रयास भी किया है। इस प्रकार भरहुत लिपि के अक्षर-आकारों के समय को निश्चित करने का जो मापदण्ड दानी ने अपनाया है, उसमें कोई स्वीकारणीय गुरु गंभीरता नहीं दिखाई देती है।

भरहुत-लिपि के समीक्षक पूर्वसूरियों में कनिंघम का नाम विशेषतया उल्लेखनीय है। प्रस्तुत विद्वान ने इस बात पर बल दिया है कि इसे 200 ई. पू. के उपरान्त नहीं रखा जा सकता है। इसमें आर्षत्व की प्रवृत्ति अधिक दिखाई देती है, जो अशोकीय ब्राह्मी का स्पर्श करते हुए चलती है। इस सन्दर्भ में कनिंघम ने साँची-लिपि की ओर हमारा ध्यान आकर्षित किया है। यदि तुलनात्मक दृष्टि से देखा जाय तो अपेक्षाकृत भरहुत-लिपि में आर्ष अक्षरों की प्रचुरता दिखाई देती है। ऐसी स्थिति में भरहुत-लिपि को साँची-लिपि की अपेक्षा कुछ पहले रखने में कोई हानि नहीं दिखाई देती है।

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दूरदर्शन: ग्रामीणों की धार्मिक आस्था का संवाहक

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प्रस्तावना:

टेलीविजन ने पूरे विश्व की दुनिया को बदल डाला है। इसके चलते सूचनाओं का असंतुलन अब दूर की कौड़ी हो गई है। मतलब अगर कोई भी घटना किसी भी देश में होती है, तो उसका प्रभाव तुरंत देखने को मिलता है। यानी को कोई भी सूचना या खबर को अब लोगों से दूर नहीं रखा जा सकता है। इससे लोगों के ज्ञान और शिक्षा में काफी वृद्धि हुई है। रही बात भारत में दूरदर्शन की तो यह यहां के गांव के लोगों के परिदृश्य में काफी परिवर्तन ला रहा है। कहने का मतलब दूरदर्शन ने समाज को बहुत अधिक प्रभावित किया है। हम यहां इस बात पर अध्ययन कर रहे हैं कि दूरदर्शन ने ग्रामीण लोगों की धार्मिक भावना में काफी वृद्धि की है। गांव के भी लोग मंदिर- मसजिद, चर्च और गुरुद्वारे में जाने में रूचि दिखा रहे हैं। लोग मंदिर घर में पूजा-पाठ के साथ अपने धर्म गुरुओं और देवी देवताओं के धार्मिकस्थलों की यात्रा और मेले उर्स पर भी काफी संख्या में जाने लगे हैं।

देश में यह साफ़ दिखता है। 1987 में जब रामानंद सागर की रामायण दूरदर्शन पर दिखाई जाती थी, तो दस करोड़ लोग अपना सारा काम काज छोड़कर उसे देखते थे। रविवार को यह कार्यक्रम देखने के लिए लोग घरों में इस तरह कैद हो जाते थे कि गांव और मुहल्ले की सड़को पर सन्नाटा पसर जाता था। खेत-खलिहान में भी कोई नहीं मिलता था। मानों दूरदर्शन के कार्यक्रम के दौरान सबकी दिल और धड़कन कुछ देर के लिए थम सी गई हो। रामायण जैसे धार्मिक ग्रन्थ की महत्ता इसके बाद बढ़ी लोग इसके पात्रों को भी ठीक उसी किरदार के भगवान के रूप में देखने लगे।

15 सितंबर 1959 को दिल्ली में दूरदर्शन का पहला प्रसारण प्रयोगात्मक आधार पर आधे घंटे के लिए शैक्षिक और विकास कार्यक्रमों के रूप में शुरू किया गया था। किसी भी मीडिया के लिए पचास साल से ज्यादा का सफर बहुत मायने रखता है वक्त के साथ चलने में दूरदर्शन ने कई उतार-चढ़ाव तय किए

सूचना का अधिकार: मीडिया का अचूक हथियार

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स्वतंत्र भारत में लोगों को मिले मौलिक अधिकार के बाद सूचना का अधिकार सबसे बड़ा अधिकार है। इसके लागू होने के बाद सामाजिक संगठनों के तो ऐसे मालूम होता है कि अच्छे दिन आ गए हैं। खासतौर से यह लग रहा है कि मीडिया को अचूक हथियार मिल गया है। हालांकि इसे समाचार का स्रोत तो नहीं मान रहे हैं मगर खोजी पत्रकारिता करने वाले रिपोर्टरों के लिए यह बहुत ही संजीदा हथियार है। आज सामाजिक संगठन हो या कोई एक्टिविस्ट भ्रष्टाचार को उजागर करने के लिए इसका जमकर उपयोग कर रहा है। इस मामले में पत्रकार भी पीछे नहीं हैं, वह सूचना एकत्र करने और उसे प्रमाणित बनाने में भी इस अधिनियम का भरपूर इस्तेमाल कर रहे हैं। राजनीतिक लोग तो अपने प्रतिद्वंदी को नीचा दिखाने के लिए इसका जमकर इस्तेमाल कर रहे हैं। बाद में मोदी सरकार ने सूचना के अधिकार बिल में संशोधन करके नया विधेयक 2019 में पेश कर दिया। इस विधेयक का कांग्रेस समेत तमाम विपक्षी दलों ने जमकर विरोध किया। विपक्षी दलों का कहना था कि इससे विधेयक के उद्देश्य की मूल आत्मा मर गई है। साथ ही इसकी पारदर्शिता पर भी चोट की गई है। यह भी आरोप लगाया गया कि अब सरकार की मर्जी पर है कि वह सूचना दे या नहीं। कहने का अभिप्राय यह कि इस कानून को भोथरा बना दिया गया है।

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सूचना के अधिकार की कल्पना करने वाले लोगों ने शब्द ही सूचना की कल्पना की है कि जाने वाले समय में वह आम आदमी को खल करने की नहीं है। महानतम रहान होगी। सूचना के अधिकार 2005 की प्रति के बाद नगरमन आठ साल बीत चुके हैं। इसके कच्चे-बुरे परिणामों के आकलन का यह सबसे नहीं समय है। सूचना के अधिकार अधिनियम 2005 के कलम 31 द्वारा है। इसे राज्य स्वाभित्त्य वाले इकाइयों एवं संघों में लागू किया गया है। कहने का मतलब यह है कि यह केंद्र सरकार अथवा राज्य सरकार के द्वारा और अधिविनि योषित इकाइयों पर यह प्रभावी है। हलन्कि निजी क्षेत्र इससे बाहर है। इसके अन्तर्गत सूचनाओं को दो भागों में विभक्त किया गया है। प्रथम कोटि में सामान्य सूचना आती है। इसे नि:शुल्क आधार पर लोगों को मुलभ कराया जासक है। इससे सन्धाले के अधिनियम परिन्वियन, दैनिक कार्यावाई, गंच सन्धितियों की रिपोर्ट आदि को कम्प्यूटर नेटवर्क पर रखना आवश्यक है। यह आवश्यक सूचना के अधिकार अधिनियम के अनुच्छेद-4 में है, लेकिन इस अनुच्छेद की व्यवस्था का सम्यक रूप से पालन नहीं हो रहा है। दूसरे प्रकार की सूचना में इन सामान्य सूचना के अलावा कार्यालयी दिन्घनी एवं अन्य पत्रावलि यों आदि से संबन्धित सूचना है, विन सूचनाओं के लिए शुल्क आग्रानि सूचना प्राप्ति की व्यवस्था है। यही व्यवस्था अधिकारी संबन्धित प्रशासनिक इकाइयों के विभागों से सूचना प्राप्त कर उपलब्ध कराला। इसके उपलब्ध कराने की म्बिाद केवल 30 दिन ही होती है। मगर मानवअधिकार और दुल्कर्म के मामले में 48 घंटे में सूचना देना उल्की है। राश्ट्रीय हित, विदेश संबन्ध, मुलभर और सुरक्षा बल आदि हलके हलके में नहीं आते हैं। उनसूचना अधिकारी के सूचना नहीं देते पर उल्के संबन्ध अधिकारी के यहां अपील की व्यवस्था है। इस अपीलीय अलार ने की सूचना न मिलने पर 90 दिनों के भीतर अपील के लिए वैधान एवं राज्य आयोग सूचना की व्यवस्था है।

नए विधेयक में क्या है खास

एवं कारणों में कहा गया है कि आरटीआई के उद्देश्यों एवं कारणों में कहा गया है कि आरटीआई का 13 मुख्य सूचना आयुक्त और सूचना आयुक्तों की शक्ति का उपबंध करती है, इसमें उपबंध किया गया है कि मुख्य सूचना आयुक्तों का वेतन, भत्ते और निर्वचन आयुक्तों के समान ही होगी।

उपबंध किया गया है कि राज्य मुख्य सूचना आयुक्त का वेतन क्रमशः : निर्वचन आयुक्त और राज्य सूचना आयुक्तों के वेतन एवं भत्ते एवं निर्वचन आयुक्त और निर्वचन आयुक्तों के वेतन एवं भत्ते के समान ही होगा। इन सूचना आयुक्तों के वेतन एवं भत्ते के समान ही होगा और निर्वचन आयुक्तों के वेतन एवं भत्ते के समान ही होगा। इन सूचना आयुक्तों और राज्य मुख्य सूचना आयुक्त का वेतन और भत्ते के समान ही होगा।

सूचना:

उपबंधित और समाज से अलग-अलग है। इस अधिनियम के अर्थ विधायित है। सूचना का अधिकार अधिनियम की अन्तुसार -अभिलेख, दस्तावेज, साधन, ई-कॉल, सत, प्रिण्टि, परिपत्र, आदेश, ताणदुक, संविदा, रिपोर्ट, भाडल, आकड़ों संबंधी साधनी को सूचना के रूप

Social Media Influencers or Influenza?

**Mrs. Shifali Ahuja*

***Dr Digvijay Singh Rathor*

1. INTRODUCTION

Social media as we all know are the platforms which allow the users to connect with each other and share pictures, videos, thoughts or any other content and participate in social networking. With the digital era, everyone makes great use of social media to share news, information about subjects that matter to them. Social media not only helps people to share their personal thoughts or updates about life, but it also allows various business entities to connect with their customers and create awareness about the products they sell or the services that they provide. With this brand awareness the business houses easily boost their sales. Over the last decade we have seen social media grow rapidly in importance. According to a 'we are social' report dated January 2019, 3.484 billion people actively are using social media – this number constitutes to 45% of the world's population. But is social media just about sharing our daily life updates or to connect with our kith and kin? No, with the digital era and everything getting digitalized, social media is just not limited till connecting people. Users look forward to a lot of information about news, fashion, politics, sports, memes and a lot more on social media. But with all this comes another interesting use of social media which is


the promotion and brand awareness done by the companies for their products or services.

Social media marketing (SMM) is the use of social media platforms and social networks to advertise the goods and services of a business. Social network marketing offers businesses with the means to attract potential consumers, connect current customers and encourage their preferred culture, mission or sound. Often known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to monitor how effective their efforts are. Social networking platforms enable advertisers to use a wide variety of techniques and methods to encourage and engage with content. Many social networks encourage users to provide comprehensive geographic, demographic and personal information that would allow advertisers to customise their content to what is most likely to resonate with users. Since Internet viewers can be better segmented than more conventional media platforms, marketers can ensure that they spend their efforts on the demographic they want to attract. Although social media marketing may offer advantages, it can also build challenges that businesses would not have had to contend with otherwise. For example, a viral video alleging that a company's product

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induces people to become sick must be handled by the company, irrespective of whether the argument is true or incorrect. Even if a brand may get the message right, customers will be less likely to buy from the company in the future.

2. SOCIAL MEDIA INFLUENCERS

The people who connects the brands and consumers are known as social media influencers. Social media influencers are individuals who have developed a reputation for their awareness and experience on a particular issue. They often post on the subject on their favourite social media sites and create significant follow-ups of passionate, interested people who pay close attention to their opinions. Brands love social media influencers because they can build trends and inspire their fans to purchase goods that they support. An influencer is a person who has the ability to manipulate other people's buying decisions on the basis of their legitimacy, experience, role or interaction with their audience. A sequel to a distinct niche, in which he or she consciously participates. The scale of the following depends on the size of its niche theme. It is important to remember that these people are not only marketing vehicles, but social relations assets with which marketers can work to accomplish their marketing goals. Brands love social media influencers because they can build trends and inspire their fans to purchase goods that they support.

2.1 TYPES OF INFLUENCERS

You may distinguish various styles of

influencers in a variety of ways. Four of the most popular approaches are the number of fans, the type of material, and the degree of control. You may also group the influencers in the niche in which they work. This suggests that influencers who may appear in a low category by one metric may look more powerful when seen in another manner. For example, many mega-influencers are celebrities as well. Yet these two groups also have less real impact on their audiences because they lack the experience of a committed narrow niche. Any micro-and even Nano-influencers may have a major effect on followers in their specialised niche.

No. of followers.	Type of content	Level of influence	Key opinion leaders
Mega influencers	Bloggers	Celebrities	Journalists
Micro influencers	You tubers		Academics
Macro influencers	Podcasters		Industry experts
Nano influencers	Social content only		Professional advisors

2.2 WHAT DO INFLUENCERS DO?

Contrary to the common misconception of others, the influencer is not someone who spends all their time on social media, who takes selfies and attempts to sound significant. Influencers really ought to control the actions of their fans. They have developed a reputation for their insight and experience on a particular subject. They often post on the subject on their favourite social media sites and create significant follow-ups of passionate, interested people who pay close attention to their opinions.

2.3 HOW DO INFLUENCERS GET PAID?

This relies on the social networks on which

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होना। चूँकि दर्शन की यात्रा अनाहीन है, अतः प्रगति की कहानी भी अन्तहीन है। दर्शन को मौजबंद नहीं चाहिए, उसे तो समस्याओं के सफर में ही मजा आता है समस्याओं के समाधान को चिन्ता विज्ञान को है, न कि दर्शन को। दार्शनिक तो सत्य का प्रेमी होता है, स्वामी नहीं। वह निरन्तर प्रश्न पूछता है और विज्ञान निरन्तर उत्तर खोजता है। न दर्शन स्वयं विश्राम करता है और न ही विज्ञान को विश्राम करने देता है। इसी दर्शन की उत्कृष्ट सार्थकता है। पुराना शिक्षक देता देता था और नया शिक्षक प्रश्न खड़ा करता है। उत्तर से थोड़ा सन्तोष मिल सकता है, क्रान्ति नहीं जप सकती। परन्तु जब प्रश्न झकड़ोरता है तो भीतरविचारों की क्रान्ति पैदा हो जाती है और ज्ञान के क्षेत्र में कुछ नया घटने लगता है।

शिक्षा-दर्शन का रिस्ता समस्या से है, समाधान से नहीं। आज हमें मरे हुए उत्तर नहीं चाहिए जीवन्त प्रश्न चाहिए। नया शिक्षक ही नयी पीढ़ी को नये जीवन की यात्रा पर अग्रसर कर सकता है-उसके जीवन को जिज्ञासाओं से भर सकता है। अनजान प्रश्नों में उसको आतुरता जगा सकता है। वह व्यक्ति के भीतर शान्ति-आनन्द-प्रकाश का फूल खिला सकता है। वह कृष्ण-बुद्ध-क्राइस्ट पैदा कर सकता है, तभी व्यक्ति का प्राण स्पन्दित होकर गेया-गेया आनन्द से पुलकित हो सकता है। हमें शिक्षण की नयी प्रक्रिया तलाशनी होगी जो व्यक्ति के भीतर बन्द फूल खिला दे। शिक्षण संस्थाओं को अब आत्मखोज की प्रयोगशालाओं में बदलना होगा। शिक्षण संस्थाएँ विगड़ चुकी हैं उनकी नींव कमजोर हो गयी है। शिक्षा का बोझ बढ़ रहा है- उल्टा पिरामिड खड़ा हो रहा है। पैर पतला और सिर भारी हो रहा है। इसका प्रकाश शून्य ज्ञान के बोझ तले दबता जा रहा है। सारी शिक्षा व्यवस्था अन्धपुनी हो गयी है- दिशाहीन हो गयी है। रूचो के विपरीत शिक्षा दी जा रही है। यह शिक्षा क्रुद्ध है- नौरस है। यह शिक्षा भीतर नहीं छू पा रही है-आवरण से टकरा रही है-जीवन बिगाड़ रही है। इसे रोकना होगा- इसे सर्जनात्मक दिशा में मोड़ना होगा। शिक्षार्थी को त्वंचि पहचाननी होगी- उसको सर्जनशीलता वृत्ति परखनी होगी। कहीं ऐसा न हो कि वह जो हो सकता था, उससे उल्टे ढांचे में वह फंस गया है। तब तो वह ज़िन्दगी भर अपने ढांचे में लड़ता रहेगा- विषय से जूझता रहेगा- परेशान होता रहेगा।

शिक्षा के क्षेत्र में तमाम क्रान्तियाँ हुईं, किन्तु बिना कुछ किये अन्ततः असफल ही रही। आदमी वैसा का वैसा ही रह गया। अब एक ही आशा है कि भविष्य में शिक्षा को एक जीवन्त क्रान्ति हो। यदि शिक्षा पूरी तरह वैज्ञानिक बन सके और उसे अध्यात्म का सम्पर्क मिल सके तो वह जन-जन में सार्वभौमिक जगा सकती है और इन्सानियत का परचम पूरे विश्व में लहरा सकता है। पुराना गुरू खो गया है। नया शिक्षक पैदा नहीं हो रहा है। इस बीच की बेचैनी में शिक्षक अटका हुआ है। एक प्रश्न छोड़ रहा है। आप इस पर सोचें- विचार करें, शायद शिक्षा का भला हो सके।

शेर्शिफ सोड जो गप रचि राखा, को करि तर्क बढावे साखा'च किं बहुना ?

हिन्दी के वैश्विक प्रसार में हिन्दी समाचार पत्रों की भूमिका

डॉ. अरव बिहारी सिंह*

वैश्विक स्तर पर हिन्दी बोलने वालों की संख्या सबसे ज्यादा है। विश्व के सभी 206 देशों में लगभग एक अरब तीस करोड़ लोग हिन्दी बोल रहे हैं। हिन्दी के बाद दूसरे नम्बर पर सबसे अधिक बोली जाने वाली भाषा चीन की मंदारिन है। चीनी न्यूज एजेंसी सिन्हुआ की एक रिपोर्ट के अनुसार, केवल 70 फीसद चीनी ही मंदारिन बोलते हैं। जबकि भारत में हिन्दी बोलने वालों की संख्या करीब 78 फीसद है। दुनिया में 64 करोड़ लोगों की मातृ भाषा हिन्दी है जबकि 20 करोड़ लोगों की दूसरी भाषा एवं 44 करोड़ लोगों की तीसरी बोली का पहली भाषा हिन्दी है। भारत के अलावा मॉरीशस, सूरीनाम, फिजी, गयाना, ट्रिनिदाड और टोबैगो आदि देशों में हिन्दी बहुप्रयुक्त भाषा है। भारत के बाहर फिजी ऐसा देश है जहाँ हिन्दी को राजभाषा का दर्जा प्राप्त है।"

वैश्विक परिप्रेक्ष्य में हिन्दी के विस्तार का अहम कारण उन्नीसे विकसित होती भारत की अर्थव्यवस्था, मीडिया का बचरव, वैश्वीकरण तथा उद्योगीकरण है। विश्व की बहुराष्ट्रीय कम्पनियों का हमारे देश में बढ़ता निवेश, व्यवसाय को भारत में विकसित करने हेतु अपने कर्मचारियों को हिन्दी सिखाना, उत्पादों की बाजार में पकड़ बनाने के लिए मीडिया विशेष रूप से हिन्दी भाषी मीडिया के द्वारा प्रचारित एवं प्रसारित करना हिन्दी भाषा के वैश्विक फौजव में महत्वपूर्ण भूमिका निभ रहा है। पश्चिमी बाजारवादियों की अन्य भाषाओं की तुलना में हिन्दी से मोह बढ़ता जा रहा है। हिन्दी जनसंघार माध्यमों ही नहीं, राजनीति, मनोरंजन तथा शिक्षापन की भी प्रिय भाषा है। यही हिन्दी भाषा की स्वीकार्यता है और हिन्दी जनसंघार माध्यमों की भी।

हिन्दी भाषियों की हित प्रेरणा से, भारत में 30 मई सन् 1826 को उत्पन्न मातृएड साप्ताहिक पत्र का प्रकाशन कर, पं. युगल किशोर शुक्ल ने हिन्दी पत्रकारिता का शुभारम्भ कलकत्ता से की। हिन्दी के इस प्रथम पत्र के प्रवेशक में शुक्ल जी ने अपने ध्येय का उल्लेख करते हुए लिखा था- यह 'उदत्त मातृएड' पहले पहल हिन्दुस्तानियों के हित के हेतु जो आज तक किसी ने नहीं बलाया, पर अंग्रेजी और फारसी और बंगले में जो समाचार का कागज छपता है, उसका सुख उन बोलियों

प्रयक्ता जनसंघार, वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय, जौनपुर

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6. डॉ. इन्दु शर्मा सीएम, भारतीय फिल्म संगीत में ताल समन्वय, कनिष्क पब्लिशर्स, डिस्ट्रिब्यूटर्स, असाही रोड, नई दिल्ली-110002
7. डॉ. विमल, हिन्दी विजयट एंव संगीत का इतिहास, संजय प्रकाशन, 4378/4 बी 209, जे.एम.डी हाउस, गली मुसरी लाल, नई दिल्ली-2 (प्रथम संस्करण 2005)

स्वच्छ भारत के निर्माण में हिन्दी समाचार पत्रों की भूमिका

डॉ० अमर बिहारी सिंह

किसी भी राष्ट्र का समग्र विकास केवल आर्थिक संकेतकों से द्वारा ही निर्धारित नहीं होता है बल्कि उसके मानव विकास संकेतकों से द्वारा निर्धारित होता है। भारत को आजादी मिले 70 साल पूरे होने का है। इन दौरान अनेक क्षेत्रों में देश ने प्रगति की है। प्रति व्यक्ति आय बढ़ रही है तथा औसत जीवन आयु 66 वर्ष हो गयी जबकि आजादी के समय यह 40 वर्ष ही थी। वर्ष 1950 में 150 प्रति एक हजार की शिशु मृत्यु दर की जब 2013 में 42 प्रति हजार हो गयी। साक्षरता दर 74 प्रतिशत से गयी है जबकि वर्ष 1951 में साक्षरता 20 प्रतिशत से भी कम थी किन्तु भारत में कुपोषण की संख्या विश्व में सर्वाधिक है। स्वामीनाथन 2003 तथा लक्ष्मण 2005 के शोध रिपोर्ट के अनुसार विश्व में लगभग 80 करोड़ लोग मूक हैं जिनमें से 22.5 करोड़ भारत के हैं। कुपोषण भोजन के साथ स्वच्छ पेयजल तथा स्वच्छता के अभाव से होता है। स्वच्छता एवं सुरक्षित पेय जल तक आम जन की पहुँच न होने से डायरिया डिसेंट्री टायफॉइड जैसी जलजनित रोगों से भारत का आर्थिक विकास प्रभावित होता है। स्वच्छता और आर्थिक विकास का सीधा सम्बन्ध है। स्वच्छता के अभाव के चलते बيمारियाँ बढ़ती हैं। हमेशा जबकि किसी भी कार्य को ठीक से सम्पादित नहीं कर सकता है। जिससे देश की उत्पादकता घटती है। "अपर्याप्त स्वच्छता की वजह से वर्ष 2008 में 2.44 अरब रुपये या प्रति व्यक्ति 2180 रुपये का नुकसान होने का अनुमान लगाया गया। ये सकल घरेलू उत्पाद के 6.4 प्रतिशत के बराबर हैं।"

राष्ट्रपिता महात्मा गाँधी देश की स्वतंत्रता के साथ ही विभिन्न सामाजिक सांस्कृतिक समस्याओं के साथ गाँवों के विकास के लिए काफी धिन्तित थे। गाँवों को आत्मनिर्भर बनाने में आड़े आनी वाली समस्याओं के निराकरण के लिए भी उनकी सोच काफी दूरदर्शी थी। गाँवों के विकास में बाल्यक स्वच्छता व स्वास्थ्य के प्रति उनकी स्पष्ट सोच थी। गाँधी जी का कहना

प्रवक्ता जनसंचार, वी0ब0सिंह0 पूर्वांचल विश्वविद्यालय, जौनपुर।

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21 डी०जी० तेंपुलकर महात्मा लाइफ ऑफ मोहन दास करमचंद १९९४
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विकास मापन एवं संचार का बदलता नजरिया डॉ० अक्षय बिहारी सिंह*

विकास वह रचनात्मक परिवर्तन है जिससे व्यक्तियों समुदायों तथा राष्ट्रों का सामूहिक उत्थान होता है। यह समग्र रचनात्मक परिवर्तन का सूचक है जो श्रुति एवं प्रगति से बढ़कर है। विकास किसी भी देश के सामाजिक, सांस्कृतिक बदलाव का कारण तथा परिणाम है। विकास प्रकृति प्रदत्त होता है कलात्मक विकास संसार के सभी व्यक्तियों, समुदायों, परिवारों तथा देशों का सामूहिक उत्थान है। यह एक सामाजिक प्रक्रिया है। इसका सीधा सम्बन्ध समाज के आर्थिक उत्थान से है। आर्थिक विकास के द्वारा ही कोई भी देश विभिन्न सामाजिक उद्देश्यों को हासिल करता है। जैसे तो विकास का अर्थ होता है विस्तार करना, जीवन का उद्वेगित करना। मानव समाज के सन्दर्भ में इसका अर्थ होता है अपनी सम्पूर्ण क्षमताओं को उद्वेगित करना तथा उसका विस्तार करना। सामान्य रूप में विकास का अर्थ अपनी क्षमताओं की पहचान कर अपनी स्थिति में वांछित दिशा में रचनात्मक बदलाव लाना है। तभी तो डॉ० योगेन्द्र सिंह के मतानुसार "समाज के सदस्यों में संचालित दिशा में नियोजित सामाजिक परिवर्तन लाने के उपाय को विकास कहते हैं।" डॉ० पानसियन ने अपनी पुस्तक नेशनल डेवलपमेंट में लिखा है कि "विकास संचालित अर्थ में परिवर्तन है। यह वृद्धि से सम्बन्धित है जो पहले से किसी वस्तु में कुछ अवस्था में विद्यमान है।" प्रो० अनिल कुमार उपाध्याय ने विकास को परिभाषित करते हुये लिखा है कि "विकास वह परिवर्तन है जिससे समाज प्रगति को प्राप्त करने में सफल हो पाता है।" आज के परिवेश में विकास के लक्ष्य को स्पष्ट करते हुए सुनील कर् ने लिखा है कि "विकास बदलाव की वह प्रक्रिया है जो हमेशा समाज कल्याण के लिए घटित होती है, जिसका जीवन और समाज के हर पक्ष से जुड़ाव होता है। जिसमें सर्वोत्तम हित की कामना निहित होती है और बहुजन हितव्य बहुजन सुख का उद्देश्य शामिल होता है, जिसे प्राप्त करने के लिए एक को-जम्बूद प्रयास व अभ्यास किया जाता है।"

विश्व स्तर पर चर्चित विकास एक बहुआयामी शब्द है। समय के साथ विकास का नजरिया भी बदलता चला गया जिसके चलते सर्वाधिक कठिन कार्य विकास के मापन का है। फलस्वरूप विकास को परिभाषित करने एवं उसके मापन

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ग्रामीण परिवेश में टेलीविजन विज्ञापन के कारण लोगों के जीवन में आए बदलाव का अध्ययन

डॉ. चन्दन सिंह*

सारांश

तेजी से डिजिटलाइजेशन की तरफ बढ़ रहे इस आधुनिक युग में टेलीविजन विज्ञापन किसी भी सेवा या वस्तु को लोगों से परिचित कराने का सबसे सशक्त माध्यम है। तेजी से बदलते देश के आधारभूत ढांचे जैसे कि सड़क, परिवहन, बिजली की बेहतर उपलब्धता, शिक्षा का विकास और रोजगार के बेहतर विकल्प और सस्ते डीटीएच टेलीविजन की आसान उपलब्धता के कारण ग्रामीण भारत भी तेजी से देश में हो रहे बदलाव का हिस्सा बनता जा रहा है। इसका सीधा प्रभाव लोगों के रहन-सहन और जीवन स्तर पर दिखायी दे रहा है, और इस परिवर्तन को बहुत हद तक सम्भव कर दिखाने में मददगार साबित हुआ है टेलीविजन विज्ञापन। आज टेलीविजन विज्ञापन की इस शक्ति का उपयोग सरकार तथा कम्पनियां दोनों समान रूप से अपना संदेश जनता तक पहुंचाने के लिए कर रही हैं।

महत्वपूर्ण शब्द : टेलीविजन विज्ञापन, बदलाव, ग्रामीण परिवेश।

भूमिका: टेलीविजन का संसार विज्ञापन के आने से पूरी तरह परिवर्तित हो चुका है। अब टेलीविजन पर प्रसारित होने वाले कार्यक्रमों की विषयवस्तु उसके प्रायोजक के द्वारा तय की जाती है, प्रसारित होने वाले सभी कार्यक्रमों का एक मात्र उद्देश्य प्रायोजित उत्पाद का प्रमोशन करना होता है। एक प्रकार से सभी कार्यक्रम सेरोगेट विज्ञापन की तरह काम करते हैं। टेलीविजन विज्ञापन, विज्ञापन की सबसे प्रभावशाली विधा है। इस विधा को विकसित हुए अभी सौ साल भी नहीं हुए हैं लेकिन इतने ही कम समय में यह बहुत ही लोकप्रिय हो चुकी है, यही वजह है कि आज हर उत्पाद को बाजार में लांच करने से पहले उसका विज्ञापन सर्वप्रथम टेलीविजन पर प्रसारित किया जाता है। सरकार द्वारा टेलीविजन के डिजिटलाइजेशन के प्रयास जारी हैं जिसके पूरा होते ही टेलीविजन और विज्ञापन दोनों के राजस्व में और इजाफा होना संभव है। वर्तमान का भारतीय विज्ञापन बाजार लगभग तीस हजार करोड़ का है, इलेक्ट्रॉनिक मीडिया के दौर में विज्ञापनों का प्रवाह अखबारों की बजाय टेलीविजन की तरफ ज्यादा हो रहा है। इंटरनेट के आने से टेलीविजन विज्ञापन को कड़ी चुनौती मिली है, इसके बावजूद टेलीविजन विज्ञापन पर होने वाला खर्च अन्य माध्यमों की तुलना में बहुत ज्यादा है। टेलीविजन शुरू से भारतीय लोगों के

मनोरंजन का सस्ता और आसान माध्यम रहा है, जिसके सामने बैठकर लोग अपने फुर्सत के पलों का आनंद उठाते आए हैं इसलिए देश का शायद ही कोई ऐसा घर हो जहां यह छोटा सा बक्सा (जिसे बुद्धू बक्सा भी कहा जाता है।) न मिले।

टेलीविजन पर दिखाए जाने वाले सभी कार्यक्रम चाहे वो मनोरंजन से जुड़े हों या समाचार से उनका सारा खर्च प्रसारण के दौरान दिखाए जाने वाले विज्ञापन के जरिए ही वसूला जाता है। विज्ञापनदाता जिन वस्तुओं और उत्पाद का विज्ञापन दिखाते हैं उसके लिए वे उसी चैनल और कार्यक्रम को चुनते हैं जिसकी दर्शक क्षमता ज्यादा होती है (इसे टीआरपी का खेल कहते हैं)। इसलिए उत्पादक कार्यक्रम की विषय वस्तु से भी छेड़-छाड़ करते हैं, जिससे की कार्यक्रम प्रत्यक्ष या परोक्ष रूप से उनके उत्पाद का समर्थन करे। इस प्रकार के विज्ञापन को विज्ञापन की भाषा में सेरोगेट विज्ञापन कहा जाता है। अधिकांशतः इन विज्ञापित वस्तुओं का उपभोग मध्यम वर्ग ही करता है, इसीलिए आज कल के मनोरंजन कार्यक्रमों की विषय वस्तु शहरी मध्यम वर्ग और ग्रामीण परिवेश के सम्भ्रान्त परिवारों के इर्द-गिर्द ही बुनी जाती हैं। इन कहानियों में पात्रों का जो चरित्र पेश किया जाता है उसका यथार्थ से कोई सम्बंध नहीं होता। लेकिन इन पात्रों से भारतीय मध्यम वर्ग काफी जुड़ा हुआ महसूस करता है।

अध्ययन का उद्देश्य:

- ग्रामीण परिवेश में टेलीविजन विज्ञापन की स्वीकार्यता का अध्ययन।

* अतिथि व्याख्याता, इलेक्ट्रॉनिक मीडिया विभाग, माखनलाल घतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

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A review of Impact of Intrinsic and Extrinsic Rewards Female

Field worker's Job Satisfaction in Health Sector

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ABSTRACT

The purpose of this research is to learn how teachers' motivation affects their happiness at work. Middle school educators in the Greater Accra area served as the study's subjects. Two hundred teachers from Accra's Junior High Schools, representing a wide range of socioeconomic and cultural backgrounds, were used to compile the sample. Teachers were chosen using a sample method of the respondents' choosing. Participants' ages vary from 20 to 60 years old, and over half are credentialed educators. The results of the research support the hypothesis that high levels of intrinsic motivation are associated with high levels of work satisfaction among educators. But the research finds no statistically significant difference between the satisfaction levels of intrinsically driven and extrinsically motivated educators. Lastly, contrary to expectations, there was no evidence to support the prediction that women would be more driven by external rewards than men. There is a discussion of the study's ramifications.

Key words: "Motivation, job satisfaction, teachers, Public Health, Work Performance, Public Sector"

INTRODUCTION

Many teachers have to endure appalling working and living circumstances, despite the fact that they are a crucial part of any nation's progress. To provide just one example, the majority of the country's educational institutions, particularly those in rural regions, are dangerously close to closing their doors. The academic progress of pupils and the level of motivation of



Leadership style affecting employee performance

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Abstract

Quality education is crucial for a country's people resources. This involves teaching pupils' information, skills, and values. The key source and tool are faculty. As engineering and management colleges have grown in the previous two decades, a demand-supply mismatch has formed. In this context, faculty recruitment and retention are key. Demand exceeds supply, causing substantial teacher turnover in recent years. This research explores professor retention variables. Existing literature has been analysed to discover faculty retention factors. A questionnaire was devised and evaluated based on these characteristics.

Key words: Leadership, job satisfaction, banking sector

Introduction

Organization theory emphasises productivity. Managers use resources efficiently to achieve goals. Human ability is a variable resource. Human potential may be the greatest untapped resource. If so, we must understand individual work behaviour. Productivity depends on job performance and resources used. Material and technology are shown. Technology improvements—plant, equipment, and process knowledge—can boost system productivity. Raw material changes can also affect efficiency. Technology's impact on productivity varies by situation. Humans aren't crucial in automated systems. In most organizations, employee performance trumps equipment and raw materials. Strategic and coordinative subsystems depend on human performance even in automated operations.

Banking sector

Among the world's major economies, India's is particularly noteworthy because of the breadth of its base and the importance of its many sectors, including those related to textiles, sports products, agriculture, services, and more. The banking industry maintains its dominant position within the service sector, and the Indian private banking sector in particular is expanding at a remarkable rate. After the liberalization measures of 1991, India's banking industry went from being stagnant and unproductive to dynamic and competitive. The banking industry is expanding and creating many new job openings, but it has not paid much attention to its workers' emotional intelligence or their psychological issues including stress, strain, and anxiety. Empirical research shows that many people in the banking industry struggle with issues such as workload overload, severe time pressure to complete tasks, working more than



A review study on Employee engagement affecting employee performance

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Abstract:

An employee's engagement in the workplace is how they act while working. It reveals several aspects of the company that affect its development and the happiness of its workers. As a result of globalisation and advances in technology, today's workplace has undergone significant transformation, presenting workers with novel options on a regular basis. Job satisfaction relates to how an individual feels about their work and how they see their organisation as a whole. The mentality of the educator is the single most crucial factor in the success or failure of any given classroom.

Keywords: Employee engagement, Job Satisfaction, performance, Bank

Introduction:

A person's attitude in the workplace describes how they feel about their work and the activities they engage in while at work. Workplace satisfaction is a multifaceted concept that includes an individual's mental, emotional, and social reactions to his or her job and the extent to which such reactions are justified. How satisfied an employee feels with his or her work depends on how effectively their expectations were met. Environmental elements (such as job content, occupational level, pay and promotion, work group and supervision, and supervisory style), and individual factors (such as motivation, personality type, and values), can each play a role (like Age, Sex, Educational level, marital status and Experience). Attitude at work is influenced by both environmental and psychological variables (outlook of an employee, thinking pattern, reacting behavior). "Employee's attitude is very important to the management for achieving the desired goal for the welfare of organization:

1. Provides the determinants of work place attitude and effect of these determinants on work place attitude of individual.



Employee Engagement Affecting Employee Performance

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Abstract

Present situation and organisational environment are unpredictable and unclear, which hinders individual and organisational objectives. After demonetization, private banking industry is under significant work pressure and an uncertain work environment. To expand efficiently, effectively, and productively, companies require confident, devoted, and engaged people who deliver the greatest outcomes. Committed and confident workers are the backbone of every firm, and it takes a lot of work to determine which elements impact commitment, engagement, and confidence the most. This research examines how self-efficacy, organisational commitment, and work participation affect private bank employees in Uttarakhand and Uttar Pradesh. Exploratory Factor Analysis retrieved self-efficacy, organisational commitment, work participation, and job performance. Multiple regression study shows self-efficacy affects work performance more than organisational commitment and job participation. Although several research have been done utilising the above criteria, there is little literature on private banking in India. Several studies say this kind of research may advance related work. The researcher tried to verify measures that would enable academics, researchers, and others with a stake in this study design organisational success methods.

Key words: employee engagement, private sector banks,

Introduction

Banking is crucial to the national and worldwide economy via global commerce, finance and economic planning, agriculture, and linked operations including "pension, insurance, education loan, public health promotion, and protection. Private banks concentrate more on commercial banking and less on social banking, whereas public sector banks, including cooperative banks,



A Study of Various Aspects of Job Satisfaction among Nursing Staff in Health Sector

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Abstract

One of the most studied topics in HRM and business effectiveness is how to maximize workers' happiness at work. As the healthcare industry continues to develop and expand internationally, professionals in this field will have enough opportunities to further their careers and find meaningful work. The health care industry has been growing at a rapid rate in recent years because it is increasingly focused on patients. Maintaining a happy and productive workforce is essential to the smooth operation of any hospital and the provision of quality healthcare to patients. The purpose of this study is to investigate how satisfied nursing staff members generally are with their jobs. The purpose of this study is to examine the relationship between employee work satisfaction and non-financial elements such as social recognition, autonomy, success, and professional development chances in a large, multi-specialty hospital. Using a secondary data like publish article, magazines, journals etc we were able to collect and analyze some data for this study. In addition to the total benefits and package, the research found that the hospital's first training had a substantial impact on nursingstaff satisfaction.

Keywords: Nursing staff, job satisfaction, benefits and packages, employee training

Introduction

Research on hospital female workers' levels of job satisfaction has recently risen in priority. Nurses deserve respect and fair treatment. Job contentment is a leading indicator of positive therapy and psychological health. As unsatisfied workers become more irritable, they deliver lower quality work, managers should prioritize improving workers' contentment with their jobs. Having a job is crucial to having a comfortable lifestyle and providing for one's family. Job consumes much of an employee's time and energy and also affects a person's social

The Effect of Job Satisfaction and Organizational Commitment to Employee Retention in the Workplace

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Abstract

The purpose behind this research is to evaluate the link between the job satisfaction and organizational commitment. Job Satisfaction is the primary responsibility of an organization to find out that employees feel satisfied with their jobs or not whether at the same time Organizational Commitment is a commitment that an employee has towards their roles and responsibilities for the organization. This research is used to identify the role of job satisfaction and organizational commitment among the employees. The findings of this research discovered three significant findings. These are job satisfaction is significantly associated with affective commitment, job satisfaction is significantly associated with continuance commitment, job satisfaction is significantly associated with normative commitment. The findings confirm that when employees are satisfied with affective commitment, continuance commitment and normative commitment from his or her job condition then it may lead to organizational commitment as well as employee retention in the organization.

Keywords: Organizational Commitment, Affective Commitment, Continuance Commitment, Normative Commitment, Job Satisfaction, Employee Retention.

Introduction

Organizational Commitment is very beneficial for the organization because as the word "commitment" itself shows being prepared to give a lot of your time and attention to organization because you believe it is right or important. It shows low absenteeism rate and increases the organization productivity.

Commitment is a very important element in an organization. It depends on the activities, roles performed by the employees in the organizations. The more committed employees, the more efficient and the more productive it will be and the less absenteeism rate they produced because of their internal feeling of commitment as well as the strong desire to do the task and desire to stay in the organizations. In contrast, Satisfied employees will provide a high commitment towards them, feels less pressurize because they love the work they do.

However, unsatisfied employees will contribute to absenteeism rate, perform poorly at work and other negative factors that may contribute to the organizations.

As the word suggests "employees" are an important asset of the organizations because employees are the only one which give organizations their profit what they need because if employees are happy and satisfied they give more positive results which in contrast benefited to the organizations as well.

Job Satisfaction is an important employee attitude that defines attitudinal behavior of employees at the workplace because more the satisfaction is the more will be productivity of the organizations.

The increase in the job satisfaction the increase in the organizational commitment (affective, normative and continuance commitment).

Organizational Commitment is the relative degree with which the individual identifies oneself with the organization, participates and gets involved in an organization and this degree is measured through three elements of defining identify job participation and involvement and loyalty to the organization. There are various studies in respect to the organizational commitment in which the three dimensions of affective commitment includes the:

Affective commitment to be identified with the organization and get involved in the organizational activities.