



**B.V.V.Sangha's
Basaveshwar Commerce College, Bagalkot.**



**CRITERION III
RESEARCH, INNOVATIONS AND EXTENSION**

3.3-Research Publication and Awards



Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during year 2020-21

Key Indicator 3.3 – - Research Publication and Awards

Metric No:3.3.2: Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during year

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|---------------|----------------|
| Year | 2020-21 |
| Number | 91 |

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot

Papers/Chapters contributed by Faculty in Edited Books 2020-2021

| | Name of the Teacher | Title of the Paper | Title of the Book | Name of the Publisher | ISBN/ISSN | Year of Publication |
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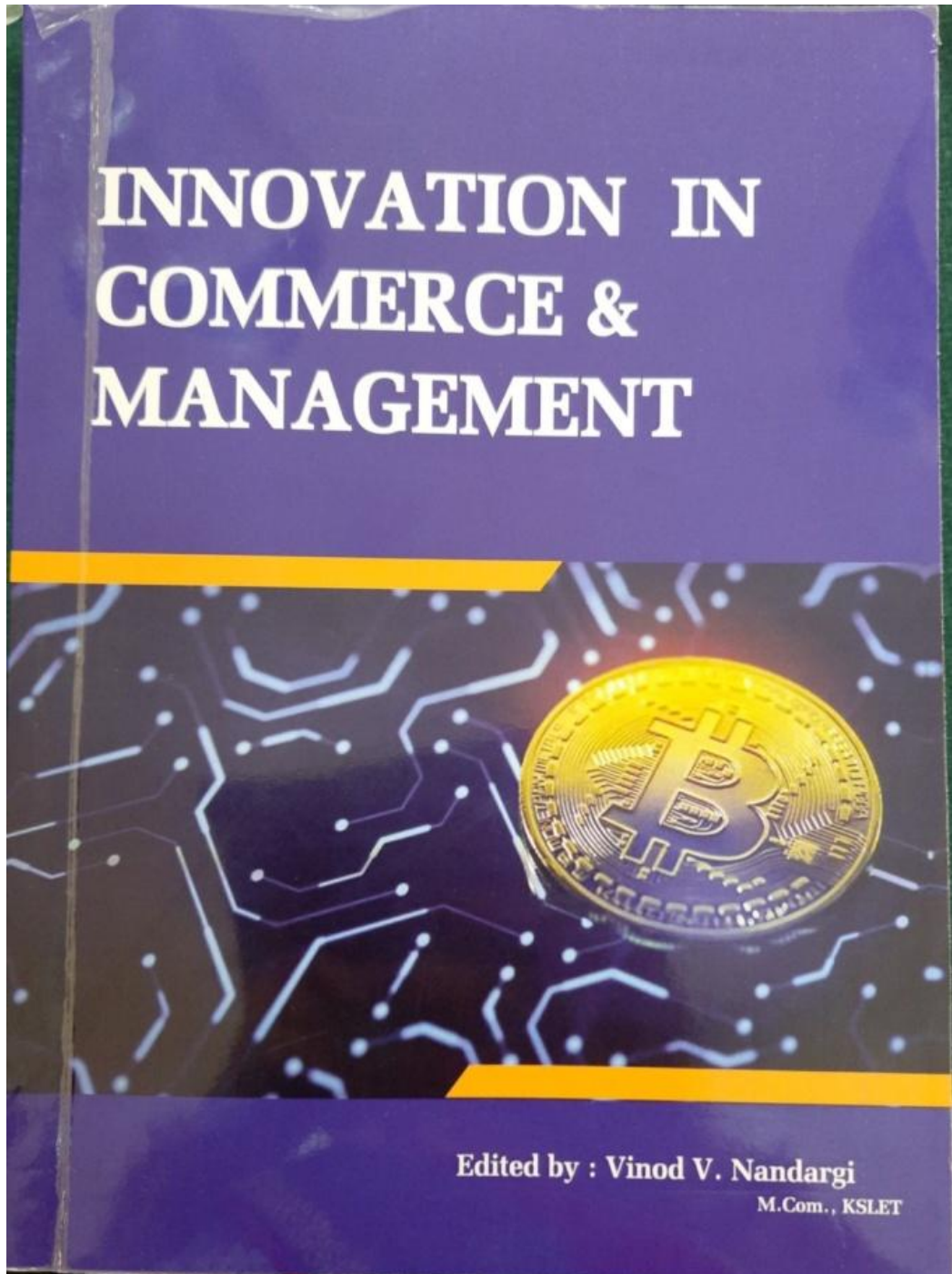
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First Page of Publication

**“THE ROLE OF NGO IN RURAL DEVELOPMENT OF INDIA
A STUDY ON SHRI KSHETRA DHARMASTHALA RURAL
DEVELOPMENT PROJECT (SKDRDP) AT BAGALKOT DISTRICT”
"THE FUTURE OF INDIA LIES IN ITS VILLAGES"**

By Mahatma Gandhi

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Abstract

Gandhiji's vision to boost the Indian economy was through rural development. He said "THE FUTURE OF INDIA LIES IN ITS VILLAGES". India is having 70% rural area with strong agricultural background. The Indian economy stands on the decision based on agricultural income. India has to develop its villages to become strongest economy. Sri Narendra Modi said "Making our Villages Adarsh". And also he said, Adopt me and with your experience, teach me how to solve the problems of your villages. In present era, the Government of India has taken several schemes for rural development like Capart, Day NRLM, PURA, Rurban, Nirmal Bharat Abhiyan etc. The villages in India are under developed because more 70% in India are villages. Of the 121 crore Indians, 83.3 crore live in rural areas while 37.7 crore stay in urban areas. The government of India and State government can't develop all the villages with financially, economically, educationally, agricultural activities and infrastructural development. With the help of NGOs the rural India can be developed strongly with financially, economically, educationally, agricultural activities and infrastructural development. This paper will throw a light on how NGOs can develop rural India a study has been made on SHRI KSHETRA DHARMASTHALA RURAL DEVELOPMENT PROJECT AT BAGALKOT DISTRICT"

KEY WORDS: NGOs, Rural Development, SKDRDP, Agricultural Development.

History of NGOs

In India, the scope of development is not narrow but very wide, as it includes not just the economic development but the growth on social front, quality of life, empowerment, women and child development, education and awareness of its citizens. The task of development is so huge and complicated that just implementing government plans is not sufficient to fix the problem. To achieve this, a holistic vision

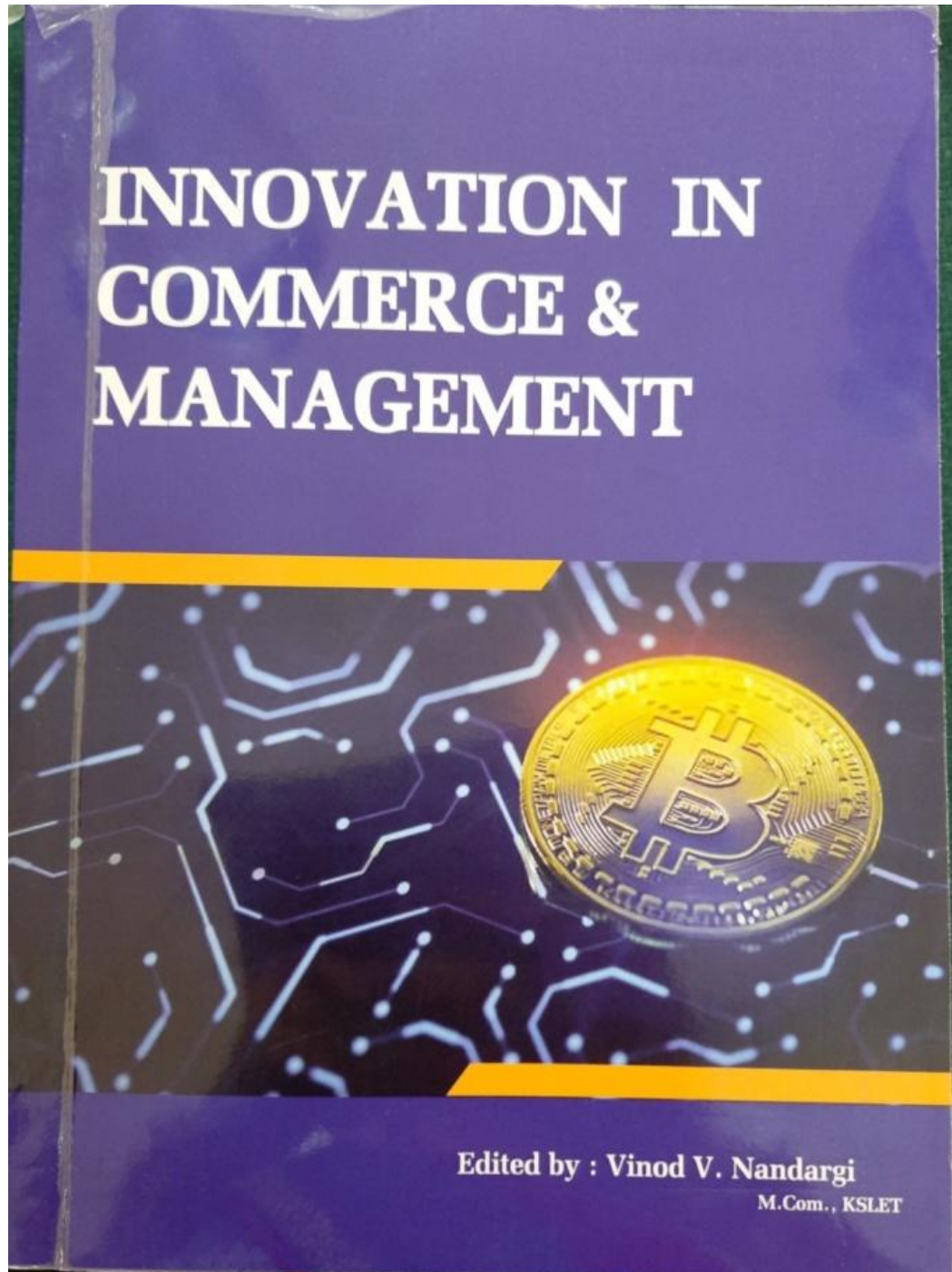
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Vinod V. Nandargi

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“THE ROLE OF PUBLIC PRIVATE PARTNERSHIP (PPP) IN RURAL DEVELOPMENT WITH INDIAN CONTEXT”

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Abstract:

Gandhi's idea to develop the Indian society was based on his understanding of the society and hence based on the village system. Talking about the importance of village, he wrote in 1936 *“I would say that if the village perishes India will perish too. India will be no more India. Her own mission in the world will get lost. The revival of the village is possible only when it is no more exploited. Industrialization on a mass scale will necessarily lead to passive or active exploitation of the villagers as the problems of competition and marketing come in. Therefore we have to concentrate on the village being self-contained, manufacturing mainly for use. Provided this character of the village industry is maintained, there would be no objection to villagers using even the modern machines and tools that they can make and can afford to use. Only they should not be used as a means of exploitation of others”*. From Gandhi to Shri Narendra Modi Prime Minister, they have focused on rural development to build the nation as well as to build strong economy. On India's 68th Independence Day Shri Narendra Modi given the speech regarding rural development. He said *“I come from a poor family and I want the poor to get dignity. We want to start a movement for a clean India. If we have to build a nation, let us start from the villages”*. Development of a country and rural depends very much on the availability of its infrastructural facilities. The infrastructural facilities include various economic and social overheads viz., Energy (Coal, Oil, and electricity), Irrigation, Transportation and Communication, Banking, Finance and Insurance, Science and Technology and other social overheads like education, health and hygiene. These infrastructures require huge capital. The Government alone can't make investment in these projects. Now a day's Infrastructure models like BOT, BOLT, BOOT, PPP etc are the alternatives for rural development and economic development in the country. Through PPP the Country can develop rural areas through various schemes like *PRADHANMANTRI GRAM SADHAK YOJANA, COMMUNITY DEVELOPMENT PROGRAMME, SWARNJAYANTI GRAM SWAROZGAR YOJANA, INDIRA AAWAS YOJNA, MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT-2005, NATIONAL SOCIAL ASSISTANCE PROGRAMME* offered by Government Of India through infrastructural development models. The paper will explain the rural development through PPP models of infrastructure

Key words: Infrastructure Development, Economic Development, Rural Development, PPP Models

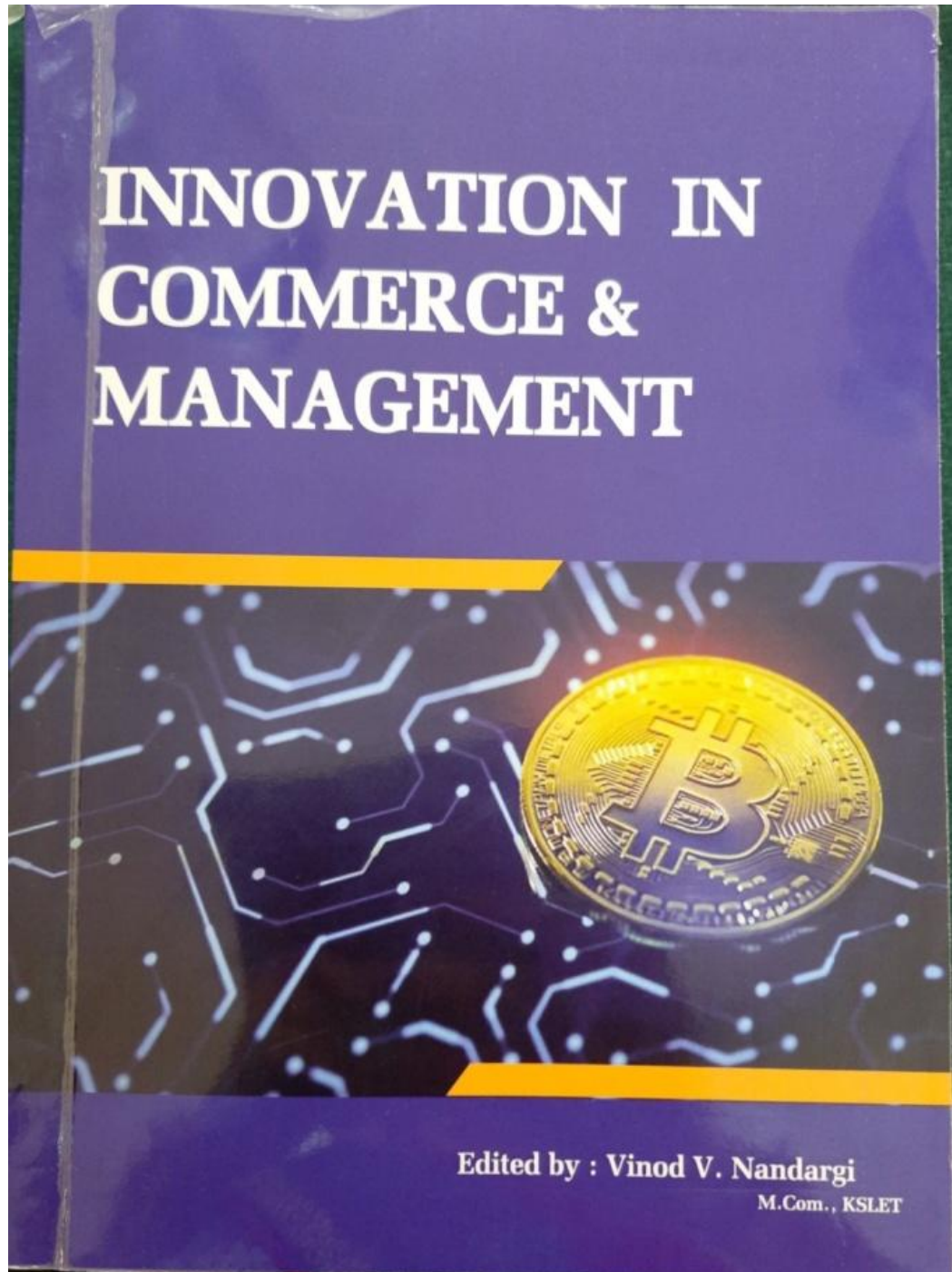
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***“THE ROLE OF ENVIRONMENTAL ACCOUNTING FOR SUSTAINABLE
GROWTH AND GOOD WILL OF A CORPORATE ENTITY”***

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Abstract:

Shri Mahatma Gandhi said in those DAYS about environment and society

“The earth, the air, the land and the water are not an inheritance from our fore fathers but on loan from our children. So we have to handover to them at least as it was handed over to us.” From Gandhi to now, our prime minister Shri Narendra Modi said in his Swachh Bharat Abiyan-“According to the World Health Organization, an average of Rs. 6500 per person was lost in India due to lack of cleanliness and hygiene. Swachh Bharat would make a significant impact on public health and in safeguarding income of the poor, ultimately contributing to the national economy.” And Shri Narendra Modi requested to the corporate that-“I have requested the corporates to evolve plans under corporate social responsibility to build clean toilets specially for girl students in schools. India should learn from foreign countries, where people are disciplined and do not litter in public places.” The environmental and social accounting is the two major corporate social responsibilities for the corporate entities. Now a day the competition is more, the corporates have to take major steps on society and environment, where it operates. The present paper is based on an exploratory study to have an understanding of the nature and extent of environmental reporting and accounting practices followed by Indian Corporate and to determine the factors or attributes that drives the companies to adopt these practices .An attempt has been made to analyze the published annual reports of the selected companies in India to examine their disclosure practices regarding the environmental issues. It also examines the type Length and location of the disclosure in these reports. An ‘Index of environment disclosure’ listing 23 items of information has been used to find out the actual disclosure practices in these companies. The paper also describes the theoretical considerations relating to environmental accounting. The study founds that a very few companies in India are voluntarily disclosing the environmental issues in their Annual reports. The attributes such as high polluting industries, size of the company, High Debt to equity ratios and environment performance have positive impact on the environment disclosure

Key words: Environmental Accounting, Good Will, Corporate Social Responsibilities, Market Share, Accounting Standards

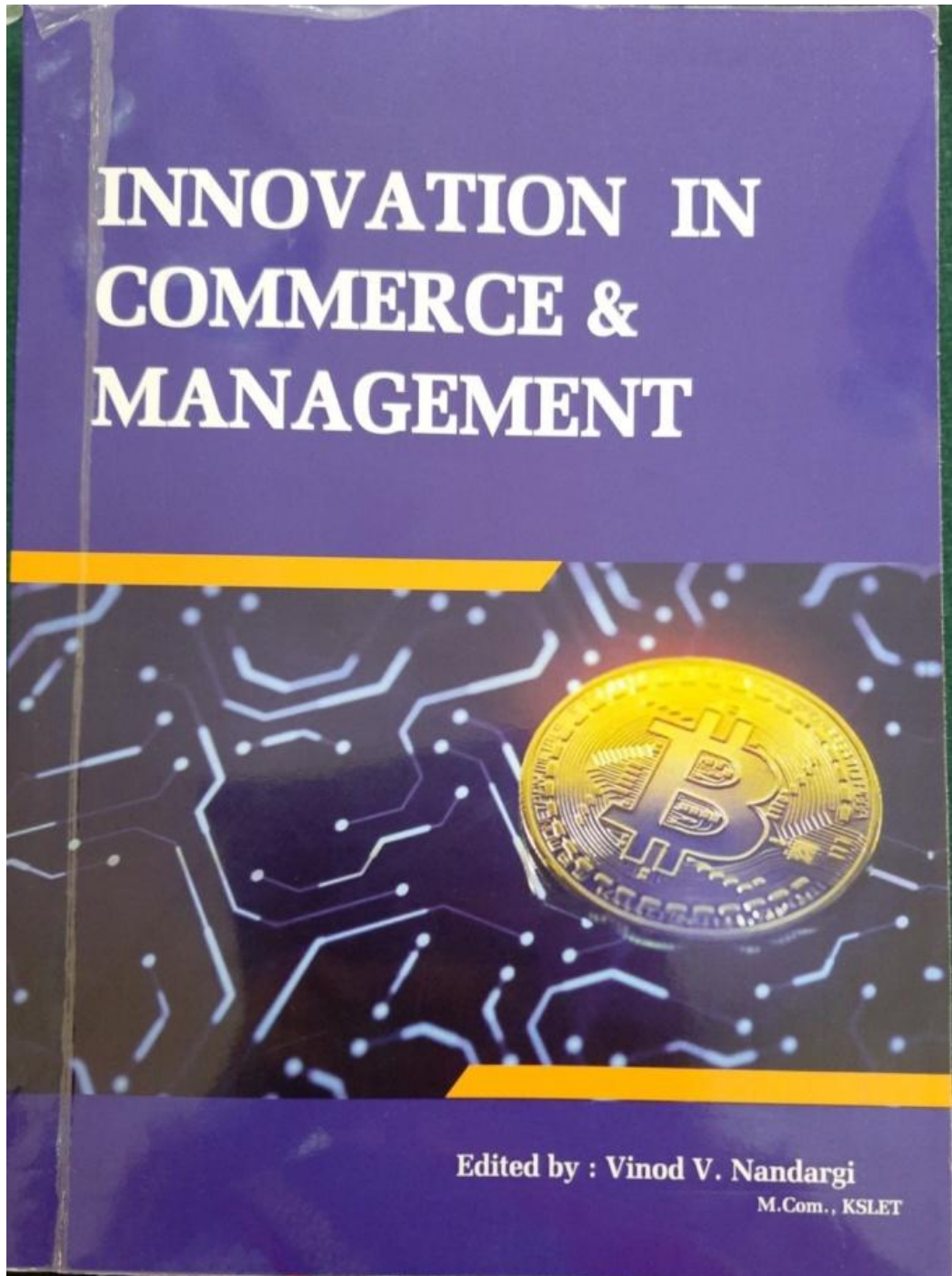
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“Demonetization: Issues, Challenges and Future Prospects A Case study on people perception at Bagalkot City”

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Abstract:

Mahatma Gandhiji said “corruption and hypocrisy ought not to be inevitable products of democracy, as they undoubtedly are today”. According to his quote in India, maximum corruption takes place in the agriculture, education, business, Tax departments and in many sectors. Storing high denomination currency is very easier task for people to keep corrupted money. In the era of 21st century, India is developing with cash economy. India is having strong economy with currency denomination of 1,2,5,10,20,50,100,500,1000 before demonetization. The first instance was in 1946 and the second in 1978 when an ordinance was promulgated to phase out notes with denomination of Rs 1,000, Rs 5,000 and Rs 10,000. The media in terms of numbers was limited in 1946 and 1978 when compared to 2016. But given the importance of the decisions, it did trigger coverage. Newspaper and magazine archives of the 1946 decision do not seem to be available online. Therefore, I relied on Reserve Bank of India commissioned history of India’s central bank to get an idea of how a stakeholder perceived the decision. The following extract of RBI’s history volume is sourced from [“Mostly Economics,” a blog on economic developments in India](#). This paper has been analyzed about Demonetization: issues, challenges and future prospects by taking 500 samples from population from Bagalkot city.

Keywords: Demonetization, Cashless Economy, Corruption

History

According to RBI’s relevant volume: “Sir Chintaman Deshmukh (governor) felt that we may not get even as much as Rs. 10 crores as additional tax revenue from tax evasion and that the contemplated measure, if designed to achieve such a purpose, has no precedent or parallel anywhere. If value is going to be paid for value (no matter whether such value is in lower denomination notes), it is not going to obliterate black markets. His advice is that we should think very seriously if for the object in view (as he deduces from the declaration form) whether this is an opportune time to proceed with the scheme. Provided Government are satisfied on the points of (i) sparing harassment to the unoffending holders and (ii) a worthwhile minimum of results in the shape of extra tax revenue, he does not wish to object to the scheme as drafted, if Government wish to proceed with it notwithstanding the administrative difficulties involved.” It was not the first time an RBI governor was skeptical of government’s move to strip currency of legal tender characteristic at short notice. In 1978, when Janata government proclaimed an ordinance, some of the media coverage of the development was available online. A Times of India report (sourced in-house)

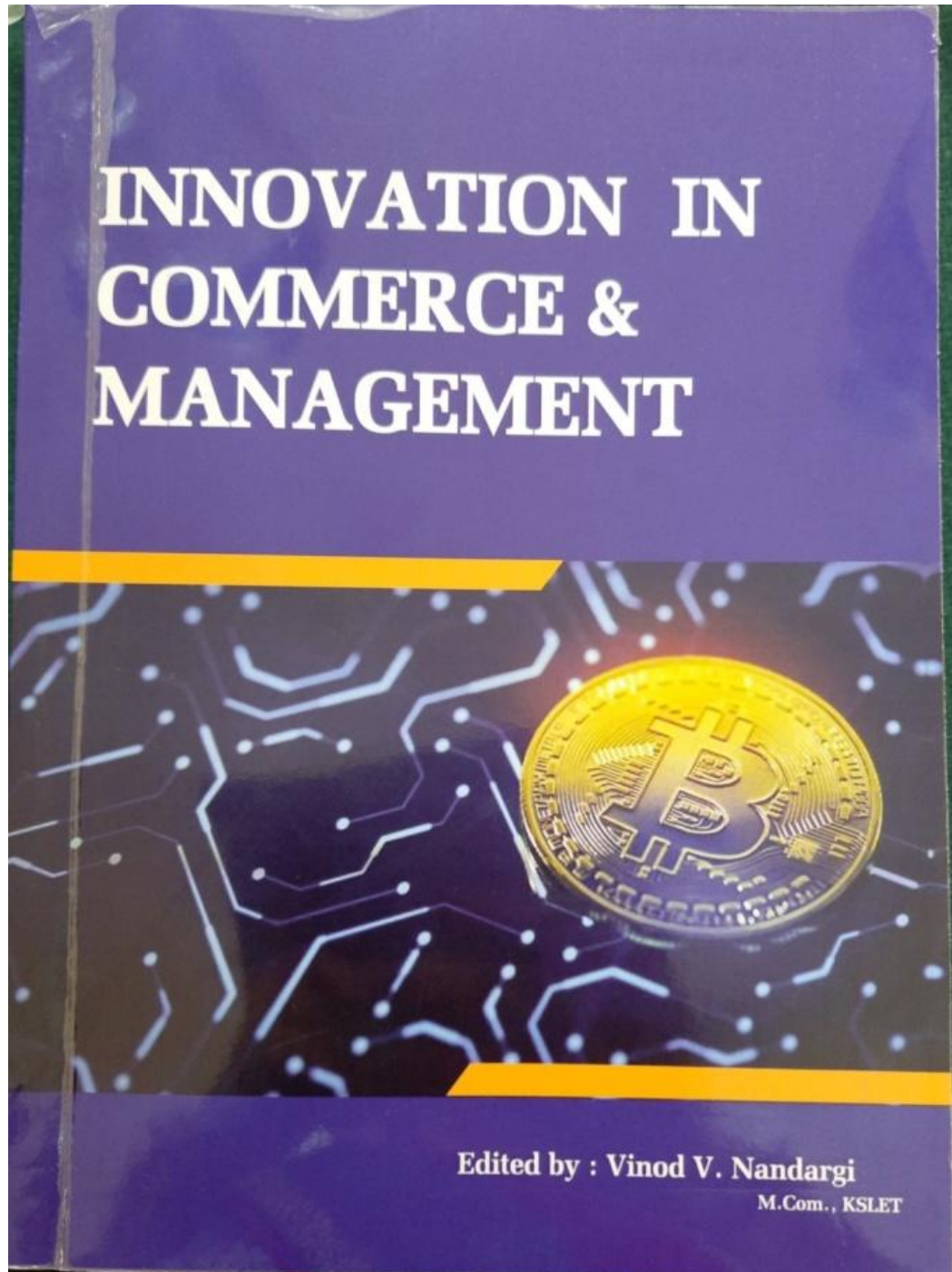
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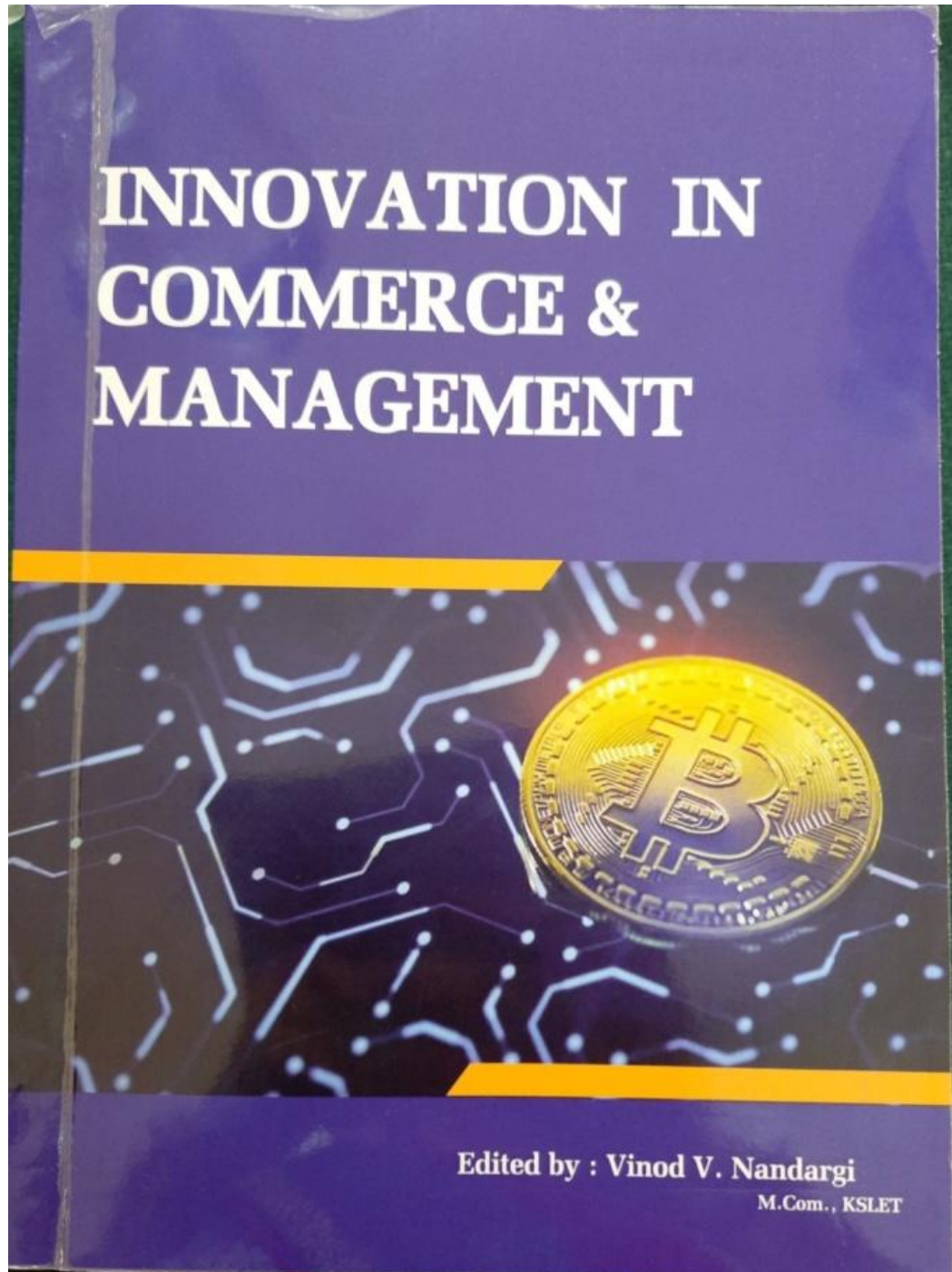
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A PIONEERING STEP OF GOODS AND SERVICES TAX IN INDIA

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ABSTRACT:

“For a nation to try to tax itself into prosperity is like a man standing in a bucket and trying to lift himself up by the handle.” –Winston Churchill

With the view paper tries to bring out the conceptual, phenomenal concept of the GST with respect to service tax, VAT, indirect taxes, CENVAT etc. paper elaborates the existing tax system and the system after implementation of GST and also it explains the various working stages of GST, its advantages, competitiveness of industry, productivity, cascading effect etc.

Overall with the reference, the paper throws the light on the improvement of GST over VAT and Service tax and also how it is beneficial for Indian economy.

KEY WORDS:- Indian economy, Central sales Tax, and Input Tax Credit, Goods & Service Tax.

1. INTRODUCTION:

The introduction of VAT was one of the major reforms in indirect taxes in India at state & central level. If that was major reform in indirect taxes then GST would be advancement over the current existing system of indirect tax in India.

In the Union budget of 2007-08 union finance minister made an announcement related to GST that it would be introduced from 1.4.2010 & at the request of Union finance minister state finance ministers preparing a road map with the central government.

According to the empowered committee of state finance ministers, 2009 “After this announcement the empowered committee of state finance minister decided to set up a joint working group (May 10, 2007) with the Advisor to the union finance minister & the member secretary of the empowered committee as its Co- conveners & concerned four joint secretaries of the department of Revenue of Union finance Ministry & all finance secretaries of the states as its members.”

After a lot of discussion on GST among members, a report by a joint working group was prepared and discussed on 28 Nov, 2007 at the empowered committee’s meeting. A request was sent to states to develop a report on their observation in writing. On the basis of reports submitted by states & joint working group a plan of action for GST was prepared on 30.4.2008. Plan of action for GST was forwarded to the government of India after detailed study of road map of GST it gives some comments. Comments given by government of India were taken into consideration. According to (Purohit & Purohit, 2010) It was decided that a committee of principal secretaries/ secretaries of finance/taxation & commissioners of trade taxes of the states would be set up to consider these comments and submit their views.

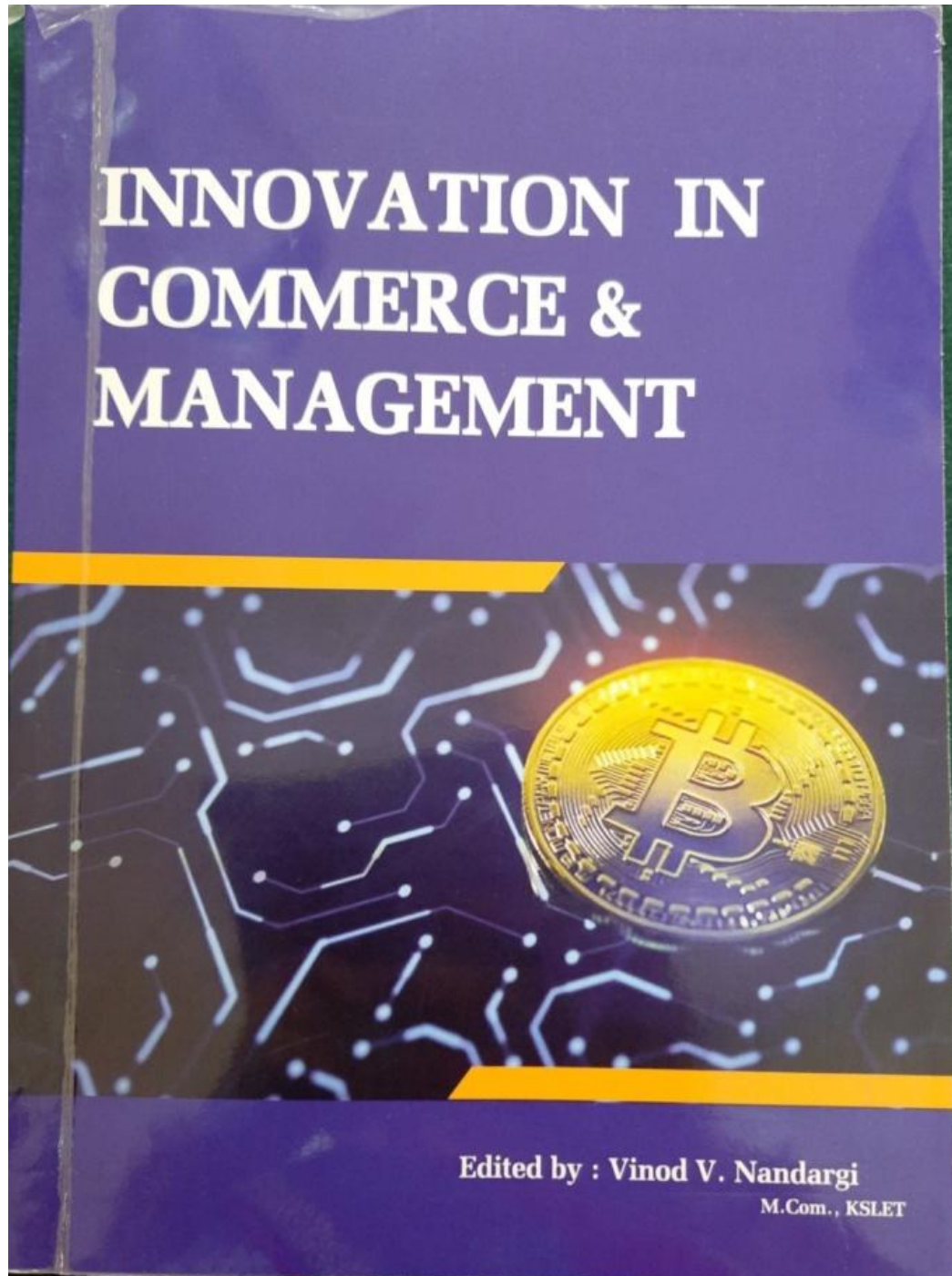
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IS INDIA MOVING TOWARDS CASHLESS ECONOMY FOR SUSTAINABLE DEVELOPMENT? AN ANALYSIS

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A cashless economy is secure, it is clean. You have a leadership role to play in taking
India towards an increasingly digital economy

— Shri. Narendra Modi Prime Minister, India

Abstract:

In Ancient time every one followed barter system of trading where goods to goods, goods to services and services to goods were exchanged. When money media came in to force, we said goodbye to barter system and we applied money to buy and sell goods and services with a denomination of naye paisa, 1 paisa, 1 rupee, 2 rupees, 5 rupees, 10 rupees, 20 rupees, 50 rupees, 100 rupees, 500 rupees, 1000 rupees before Demonetization and after Modi Demonetization 1000Rs note was banned and 2000 rupees, note was introduced. These currency are printed by bearing 11,000 crore by the Government of India. With an increase in the population and according to this circulation of currency becomes burden for the government. In the world, Belgium stands number one country in cashless economy, with 93% of transactions being done electronically. India is a country where 98 per cent of total economic transactions are done through cash. However, this may no longer be the case in future as the government has already steered the country towards cashless society. Recently, in India, the central government of the country led by Prime Minister Narendra Modi has implemented a shock ban on currency notes of higher denominations, a move referred to as demonetization. The move has been executed with the aim to curb the circulation of "black money" in the country and associated problems. The Indian government is also constantly encouraging the people of India to go cashless and reduce dependence on cash transactions and instead adopt digital payment methods. So, what is meant by "cashless" and what are the advantages and disadvantages of a country going cashless? This paper will throw a light on Is India going for cashless economy? an analysis

Keywords: Cashless Economy, Economic Development, Demonetization

Introduction:

The currency replacement is costing a little more than normal keeping the opportunity and endurance costs aside. This currency change will cost the government a whopping Rs 11,000 crore in just printing. (Source: PTI)

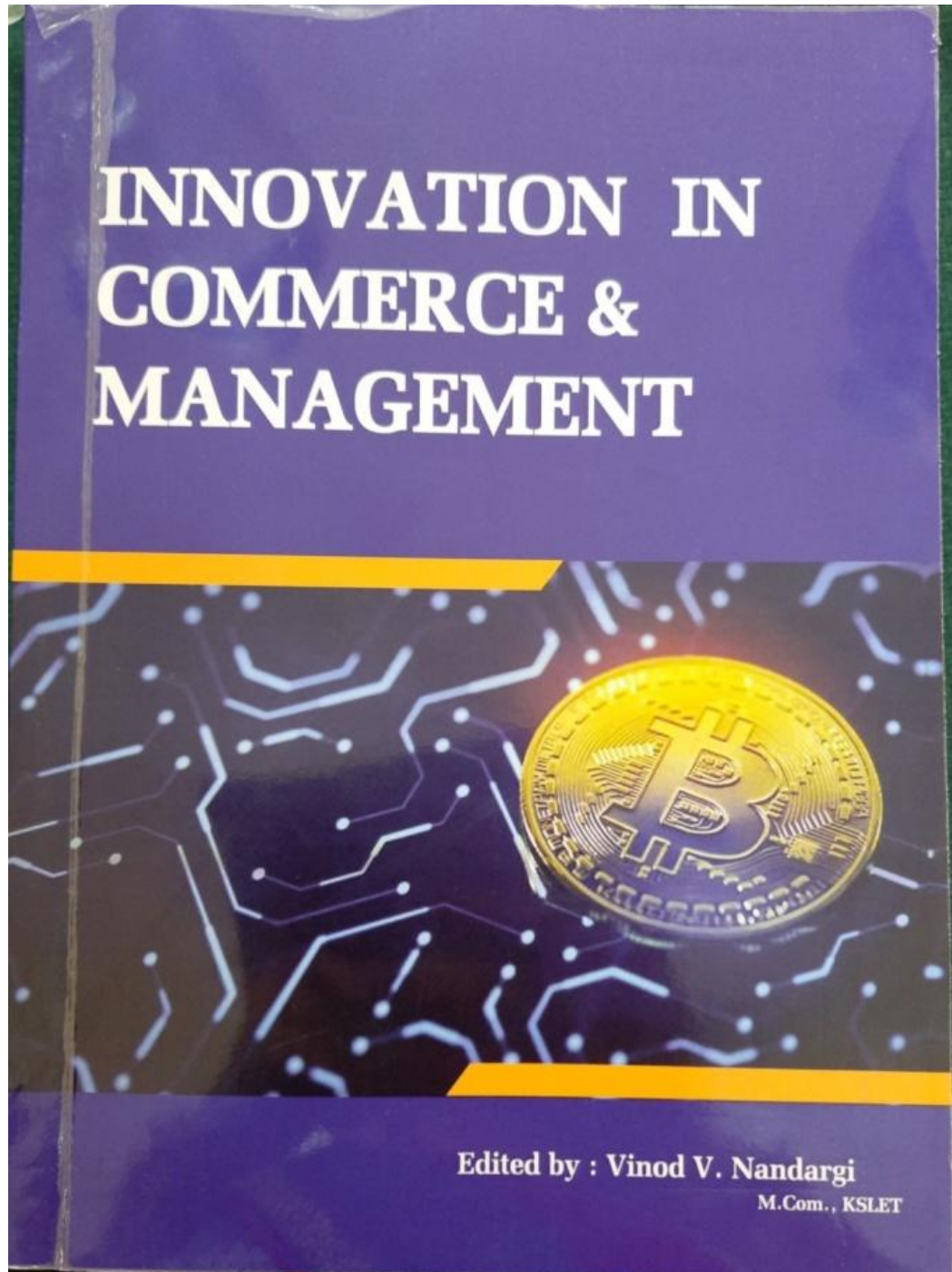
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**LIMITED LIABILITY PARTNERSHIP – A NEW ARENA IN THE BUSINESS
WORLD
(PARTNERS IN PLANNING – FRIENDS FOR LIFE)**

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INTRODUCTION

In the competitive edged era the survival of the business entity has become more challenging and it mainly depends upon the type of organization it chooses. Because the Indian economy is among the fastest growing economies of the world where we can find different types of organizations available for the business, like sole proprietorship form, private company, public company, etc. there is a development of newer kind of organization in the recent years, which termed as the “LIMITED LIABILITY PARTNERSHIP”. This format of the business enterprise is developed to remove some of the weakness of the sole proprietorship firm and partnership firm. On 9th January, 2009, the government of India passed an act named “THE LIMITED LIABILITY PARTNERSHIP ACT 2008”. Some references have been made mainly to the traditional partnership, private company, unlisted public company, etc. in the said Act. In this paper it has been tried to explain various subjects like –“What is the need for introducing the LLP? , “What are its special features?”, “How does it differ from others forms?”, “Is it suitable to certain type of business?”, “Is it tax efficient?”, “is it advisable to convert common partnership to LLP?”, “FDI in LLP”, etc.

CONCEPT

A limited liability partnership is governed by the limited liability partnership Act, 2008. It has sections from sec 3 to sec 25, and sec 55 to sec 58 and etc,

Sec 3: limited liability partnership is a body corporate; Sec 4: non-applicability of the Indian partnership Act 1932; Sec 5: partners in a limited liability partnership; Sec 6: minimum numbers of partners; Sec 7: designated partners; Sec 8: liabilities of designated partners; Sec 9: changes in designated partners; Sec 10: punishment for contravention of certain provisions; Sec 11: incorporation documents; Sec 12: incorporation by registration; Sec 13: registered office of limited liability partnership and changes there in; Sec 14: effect of registration of limited liability partnership; Sec 15: name of the limited liability partnership; Sec 16: reservation of name; Sec 17: change of limited liability partnership; Sec 18: application for direction to change name;

Sec 19: change of registered name; Sec 20: penalty for improper use of “LLP”; Sec 21: publication of name and limited liability; Sec 22: eligibility to partners; sec 23: relationship of partners; Sec 24: cessation of partnership interest; Sec 25: registration of changes in partnership;

Sec 55: conversion from firm into limited liability partnership,

Sec 56: conversion of private company into limited liability partnership,

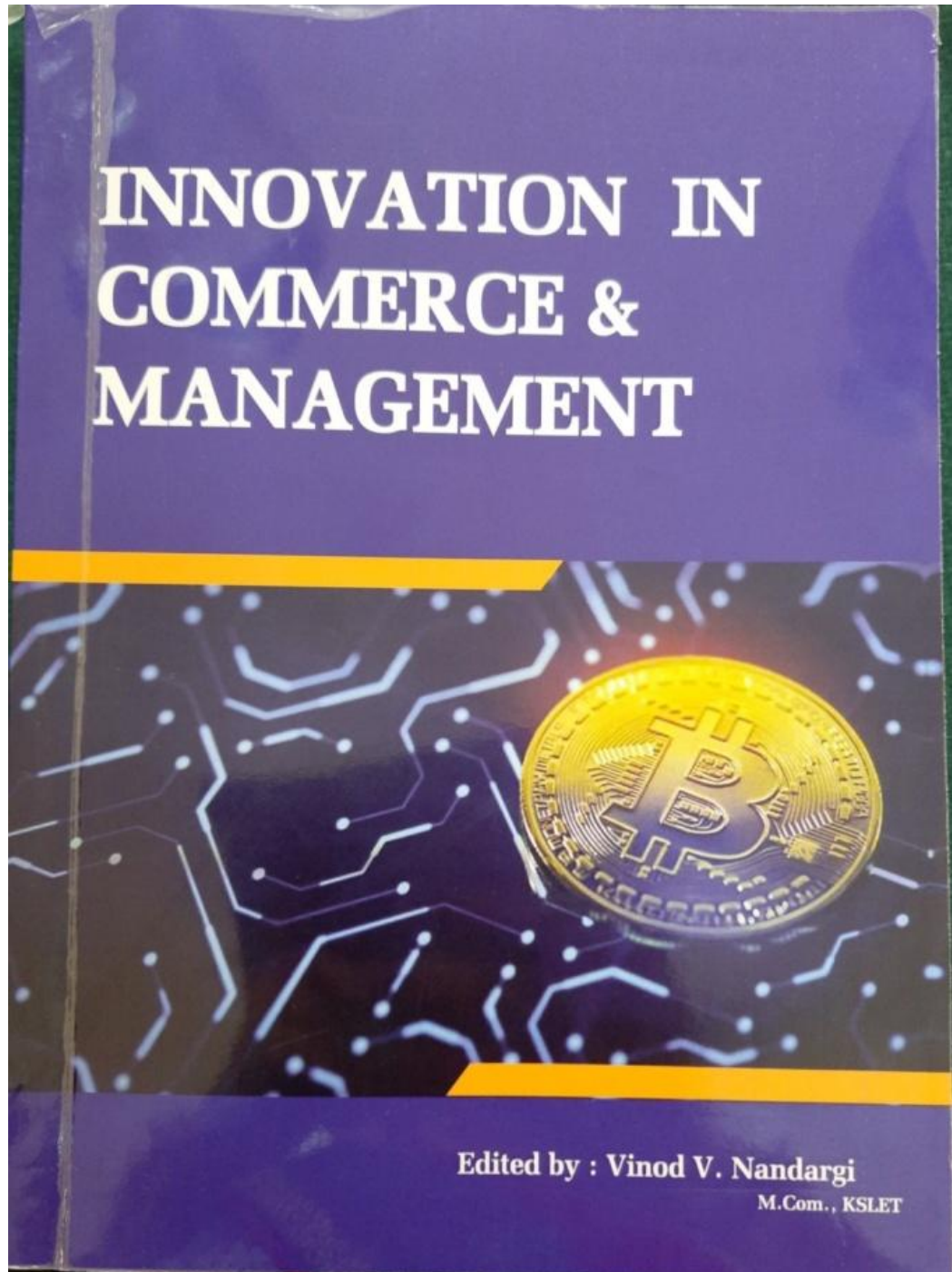
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CORRUPTION AND RURAL DEVELOPMENT

“CORRUPTION IS A TRUE ENEMY TO DEVELOPMENT”

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ABSTRACT

“I WILL NOT LET ANYONE WALK THROUGH MY MIND WITH THEIR DIRTY FEET”, “THE FUTURE OF INDIA LIES IN THE DEVELOPMENT OF RURAL AREAS”. Due to corruption rural areas of the country are lagging behind socially, economically, and politically. Hence there is a need to bring the awareness among the people of such areas that, how, when, and where corruption takes place, people involved in corruption and how all these leads towards under development of rural areas.

The concept of corruption and underdevelopment are of common daily usage in describing the political, socio-economic, and religious lives of India. No country is going to create wealth if its leaders exploit the economy to enrich themselves. Corruptions can many forms that vary in degree from the minor use of influence to institutionalized bribery.

Corruption is a global phenomenon found in all countries but, evidence shows it harms poor people more than others, stifles economic growth and diverts desperately needed funds from education, health care, and other public services. An estimated one trillion US\$ get siphoned off through bribes every year according to the World Bank.

According to the chief executive director of the United Nations office on drugs and crime *“corruption is a global threat. It is a serious road block to economic development”*. This paper through a light on how the corruption is true enemy for the development of the country.

INTRODUCTION

Corruption and rural development is one of the contemporary issues faced by the rural people and they are experiencing the political issues to its development. The impact of the industrial civilization upon the rural economy and social structure in various parts of the world forced the attention of scholars to the study of the trends of rural social development. The rural development in general deals with, Healthy living conditions, Pleasing environment, Effective social, economical, governmental institutions, improved human resource well fare in terms of social and economic level existence, Efficient and appropriate use of land.

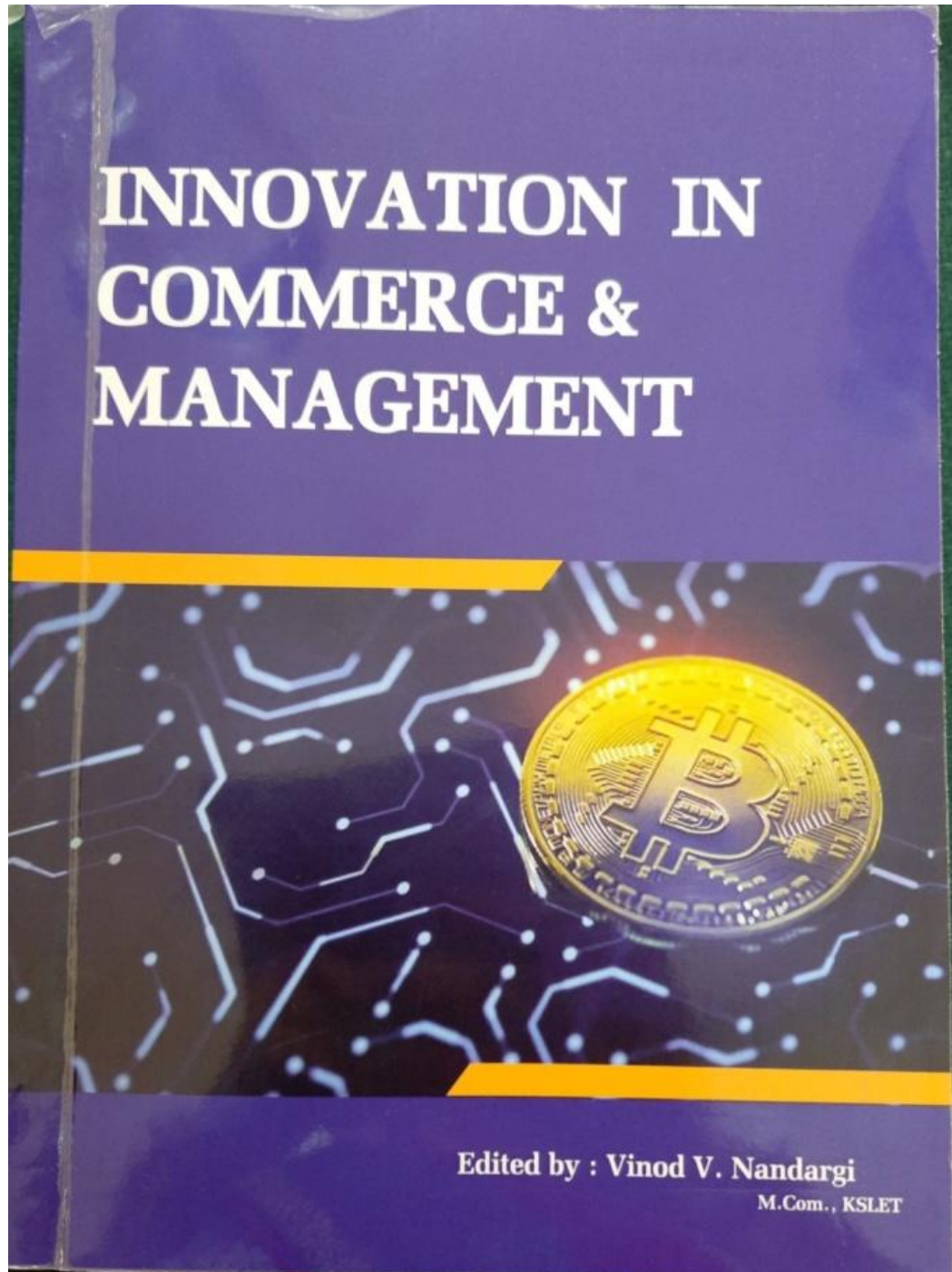
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Role of Corporate Social Responsibility in Sustainable Growth of Human Resource Management

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Abstract

Corporate social responsibility (CSR) is the necessary part of an enterprise as its primary task. A long-lasting enterprise needs to do it. Therefore, there is an organic combination between the creation of the social responsibility sense and the human resource management (HRM) strategy. With the HRM strategy, every employee will firmly create the social responsibility sense. As long as the enterprise does it consistently, the employees will invariably unify social responsibility with the enterprise's profit and their personal interests to realize the mutual overall success. This paper examines the scope, types, and degree of corporate social responsibility (CSR) practices currently employed in human resource management (HRM). It analyses firm, employee, and job-related characteristics which affect the implementation of CSR in HRM. It also offers an overview of the current situation regarding CSR in HRM for a wide range of economic sectors, employees, job characteristics, and HRM practices. Information is obtained from employees rather than CEOs. Results show that companies do not engage in CSR practices to the same extent. The scope of CSR differs among types of HRM practices. The practices currently applied are grouped more according to type than to degree of responsibility. Another relevant result is that some variables such as a firm's dimension have a clear effect on the likelihood that an employee benefits from responsible labour practices, but their effects generally vary for different types of practices.

Key words: Corporate Social Responsibilities, Human Resource Management, Stakeholders

1.0 Introduction:

The interest in Corporate Social Responsibility (CSR), which recognizes that companies have obligations that extend beyond short-run profit maximization to include notions of social and environmental concern, has increased considerably in recent decades. The globalization of the world economy, market changes technological changes and related trade liberalization have brought forward a discussion of the importance of business as an actor in the development of society, share holders wealth and profit, environment, customers expectations, relationship with suppliers and the main concern of human resources in the organization. In 2008, CSR was front and center again as Bill Gates spoke of the need for more "creative capitalism- an approach where governments, nonprofits and businesses work together to stretch the reach of market forces so that more people can make a profit, or gain recognition, doing work that eases the world's inequities"

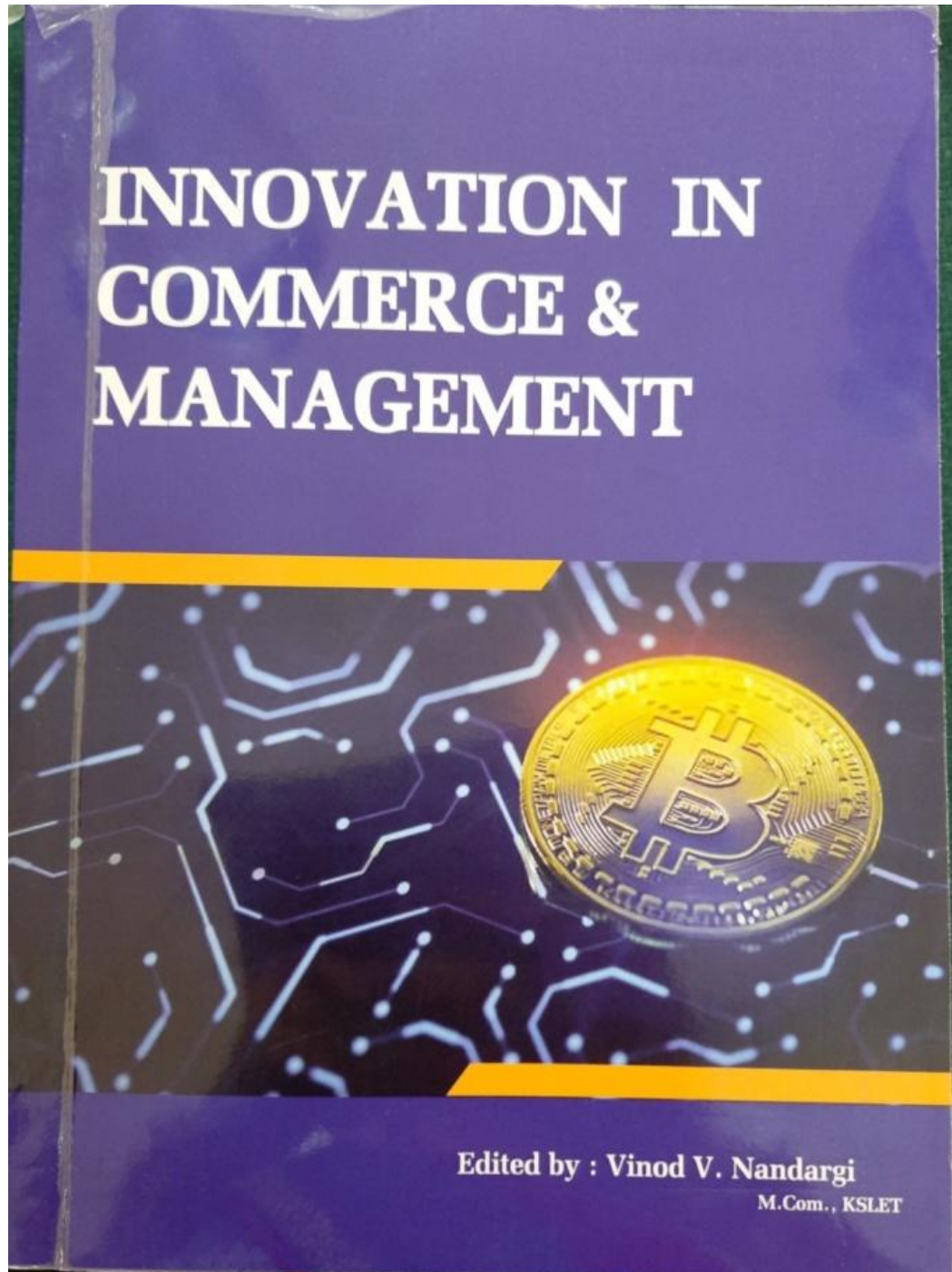
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FORMULATION OF CORPORATE SOCIAL RESPONSIBILITY STRATEGIES TO CHANGE THE COUNTRY'S ECONOMY

“An attempt to change the world and country's economy through CSR”

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Abstract

The world is changing as the nation's economy is changing and these are facing the hurdles in economic activities and development. A CSR is a roadmap for moving a head to overcome from the hurdles. In present era CSR is taking a vital role in the country, world and for the every business. We have seen a revolutionary shift in the relationship of Private sector with the State, and Civil Society, the prospects of stakeholders in the context of functions of business in the society and towards society is rapidly changing. Every small or large scale firm has its stakeholders with both positive and negative encroachments in the society. Due to the changing scenario, every firm has to focus on its stakeholders, where the business is operating its function. The CSR assessment generates a base of information; the firm can develop a CSR. Every firm has focus on formulating CSR strategies to get the advantages relating to company's image, market share, maximizing the profit, maximizing the sales, maintaining shareholders wealth, employee's satisfaction and to meet the customer's expectations. The paper would like to throw a light on framing out new strategies as a tool to boost the country's economy and to get good fruits to the firms and to the stakeholders.

“The Role of the companies is to make profit by formulating CSR strategies”

Key words: Stakeholders, Economy, Strategies, Employee Satisfaction.

INTRODUCTION

There is growing recognition of the significant effect the activities of the private sector have on society -- on employees, customers, communities, the environment, competitors, business partners, investors, shareholders, governments and others. It is also becoming increasingly clear that firms can contribute to their own wealth and to overall societal wealth by considering the effect they have on the world at large when making decisions.

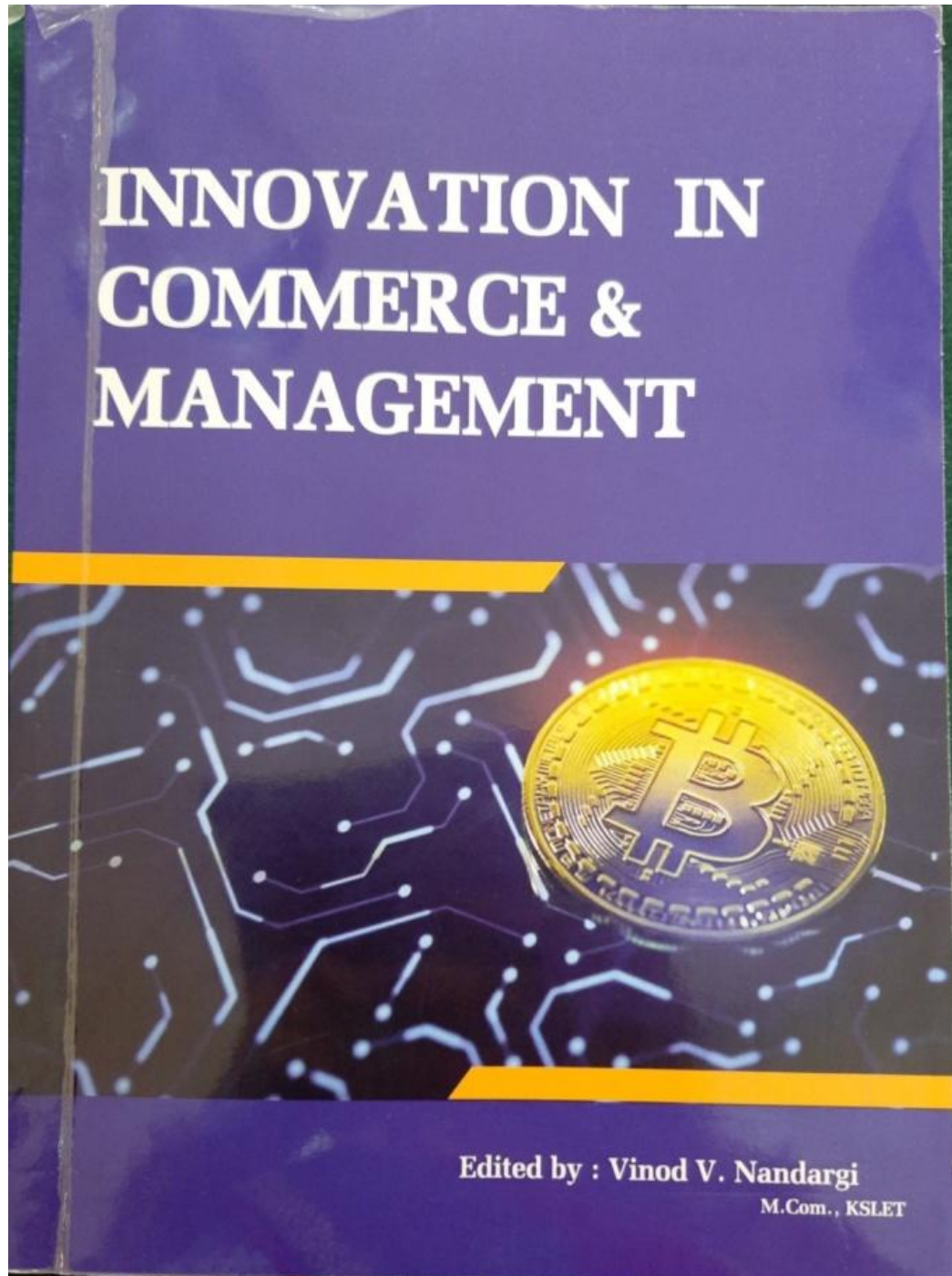
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“RELATIONSHIP BETWEEN CORPORATE SOCIAL
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Abstract

The world is changing and customer's expectation is changing .Now a day's every business entity is facing several competition not only in local market as well as in global market. The Customers not only expecting quality products but they are expecting social responsibilities products. Companies should not have a singular view of profitability. There needs to be a balance between commerce and social responsibility. The companies that are authentic about it will wind up as the companies that make more money. The companies, if they want only profit then they will not stand in the market for longer period, then they will lose the number of existing as well as potential customer. The stake holders of the company include the existing customer, potential customer and society. Every small or large scale firm has its stakeholders with both positive and negative encroachments in the society. Due to the changing scenario, every firm has to focus on its stakeholders, where the business is operating its function. The CSR assessment generates a base of information; the firm can develop a CSR. Every firm has focus on formulating CSR strategies to get the advantages relating to company's image, market share, maximizing the profit, maximizing the sales, maintaining shareholders wealth, employee's satisfaction and to meet the customer's expectations. The paper would like the throw a light on framing out new strategies as a tool to boost the sales maximization, market share maximization and to fulfill the customer's expectation and desires.

“The Role of the companies is to make profit by formulating CSR strategies”

Key words: Market share, customer's expectation, Stakeholders, Strategies, Profit maximization

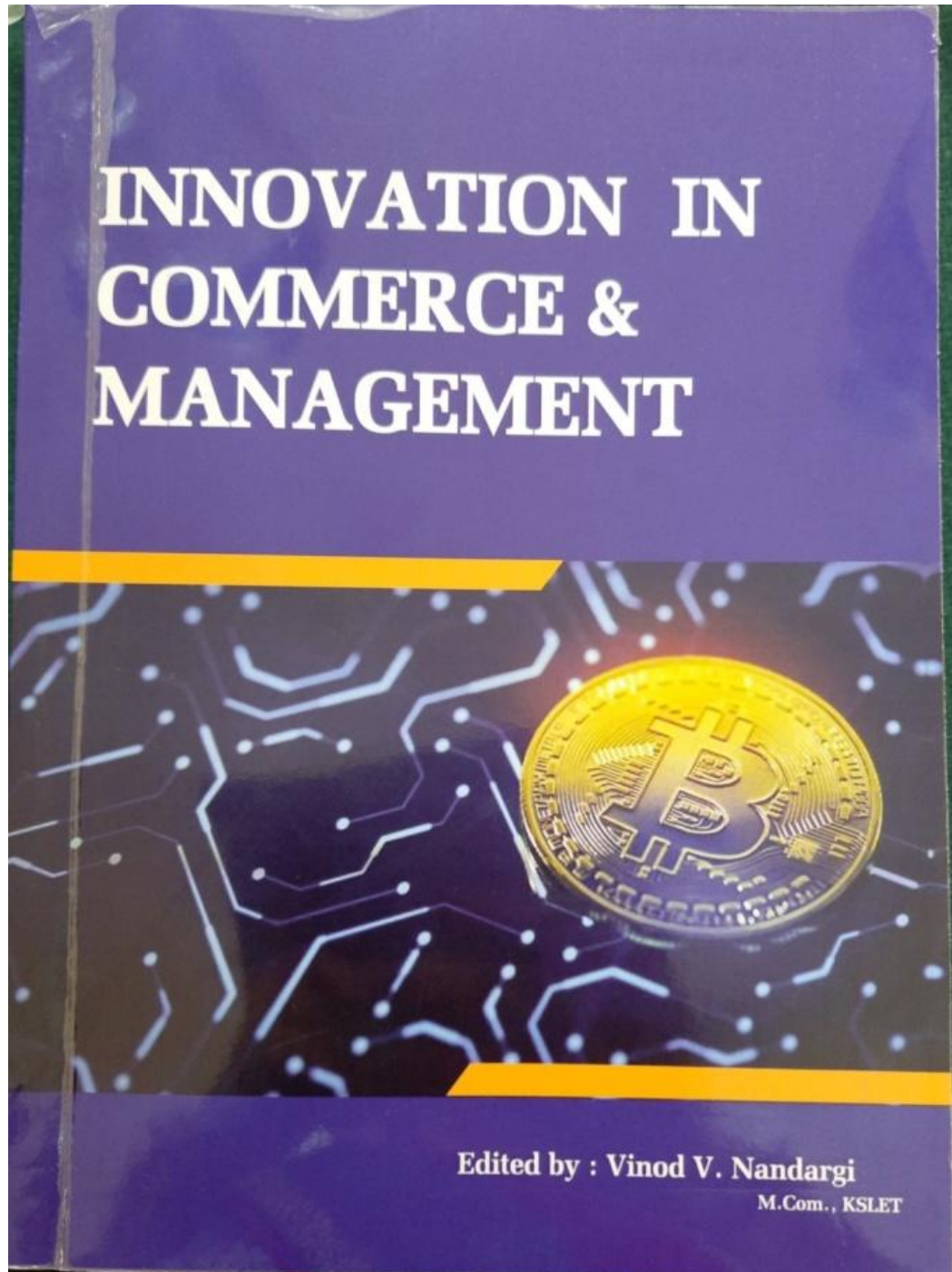
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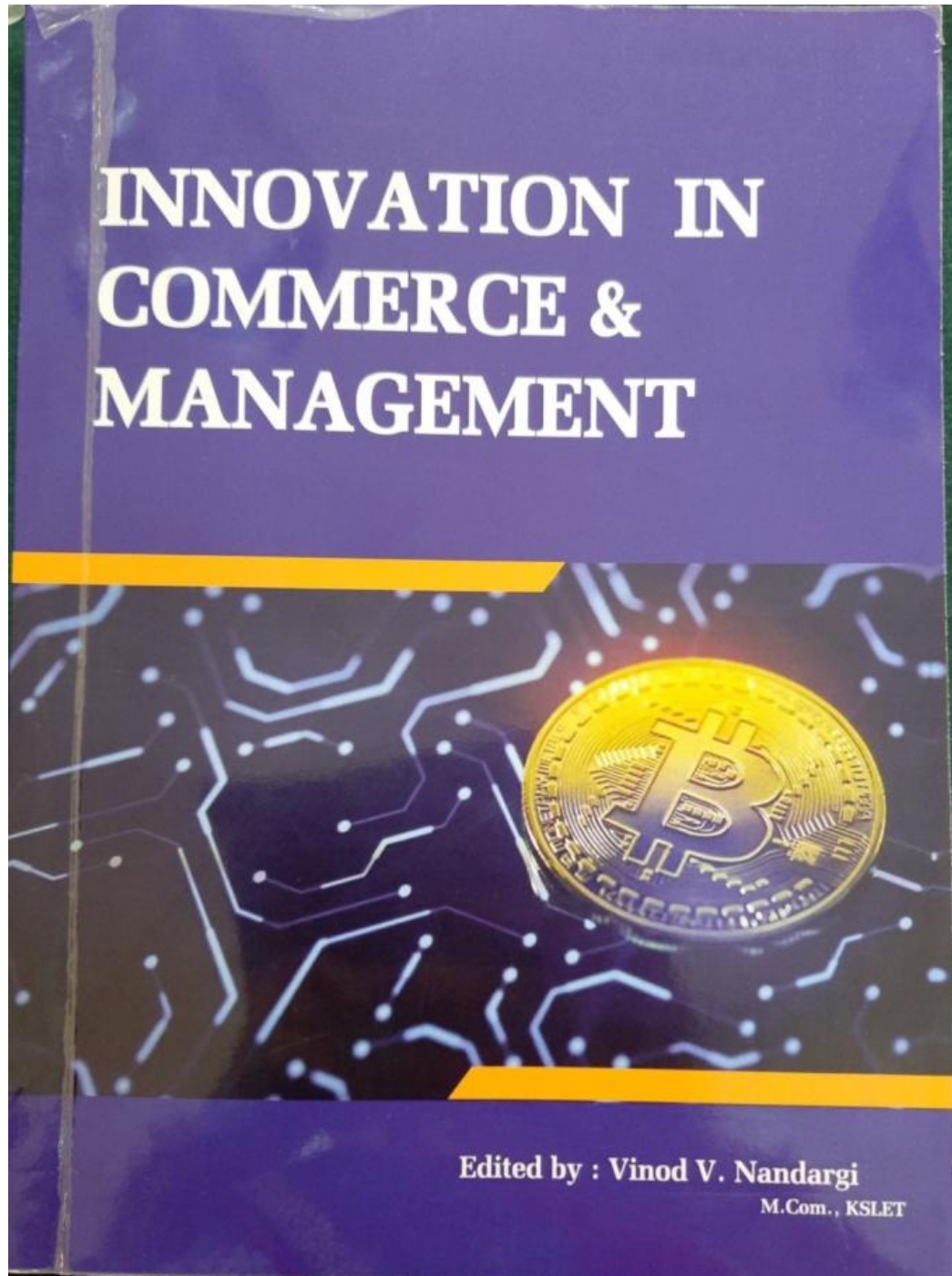
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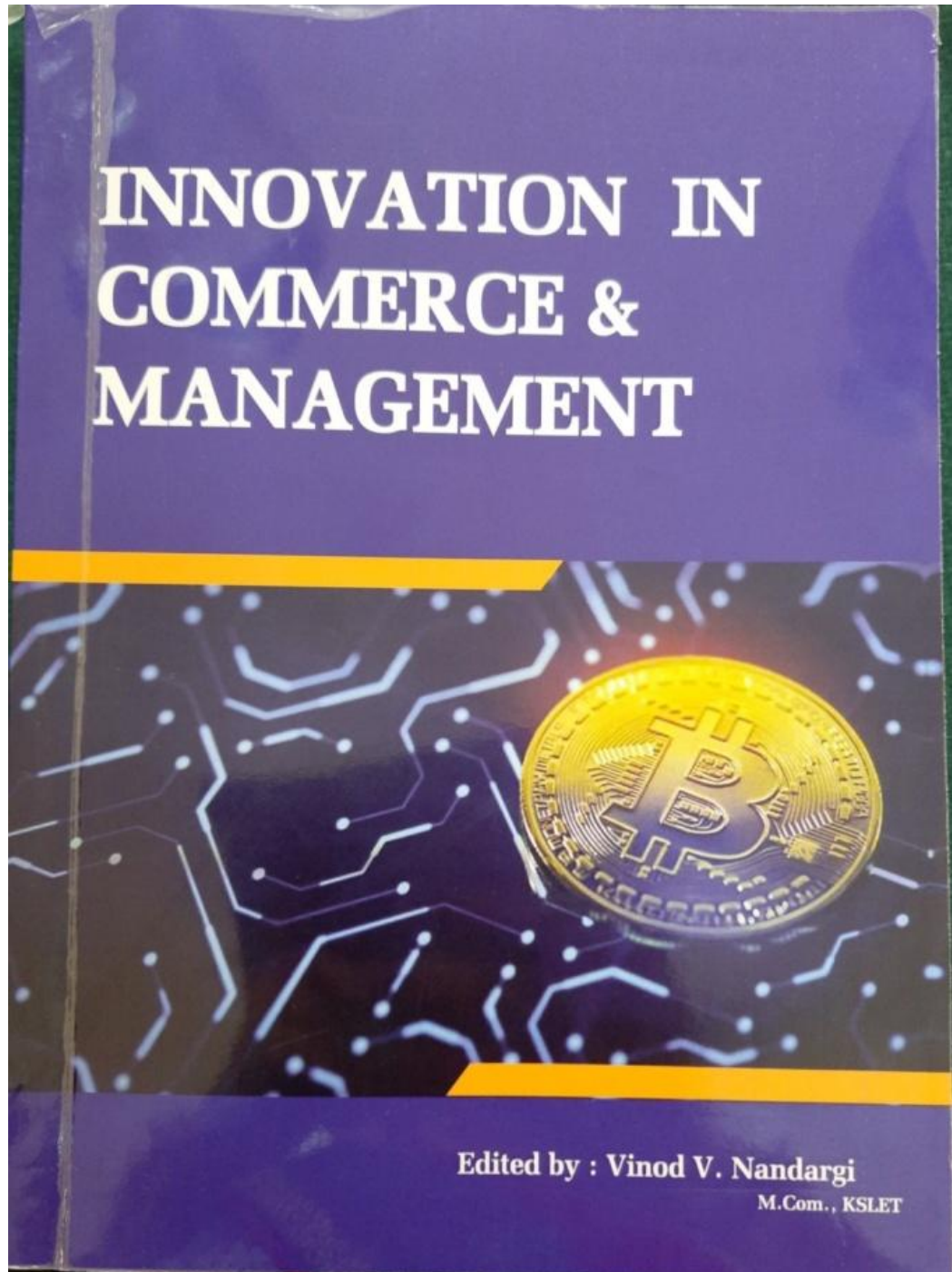
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A long way back in 1890, Mahatma Gandhji said in a speech in South Africa about the customer- *“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”* In the minds of Philip Kotler, he said –*“Marketing is not art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.”* In the era of 21st century the marketing concept became broader. Now a days there are several corporate fighting for survival in the market area. If we take the example of salt manufacturing, there are about 11,799 salt manufacturers engaged in production of Common salt in an extent of about 6.09 lakh acres in the Country. So apart from using 4 P’s or 7 P’s to market the goods and services, the marketer can also adopt the 10 R’s to achieve the maximum market share to increase the sales volume and satisfy the customer needs and desires. This paper throws color full light on 10 R’s in maximizing the market share.

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For companies looking to improve the image of a brand and develop long-term relationships with customers, this kind of unethical behavior can quickly lead to failure. Customers do not want to feel manipulated by the brands they like. Companies can use ethical marketing as a way to develop a sense of trust among their customers. If a product lives up to the claims made in its advertising, it reflects positively on the entire company. It can make the consumer feel like the company is invested in the quality of the products and the value they provide customers.

It is impossible to claim that any company is completely ethical or unethical. Ethics resides in a gray area with many fine lines and shifting boundaries. Many companies behave ethically in one aspect of their advertising and unethically in another.

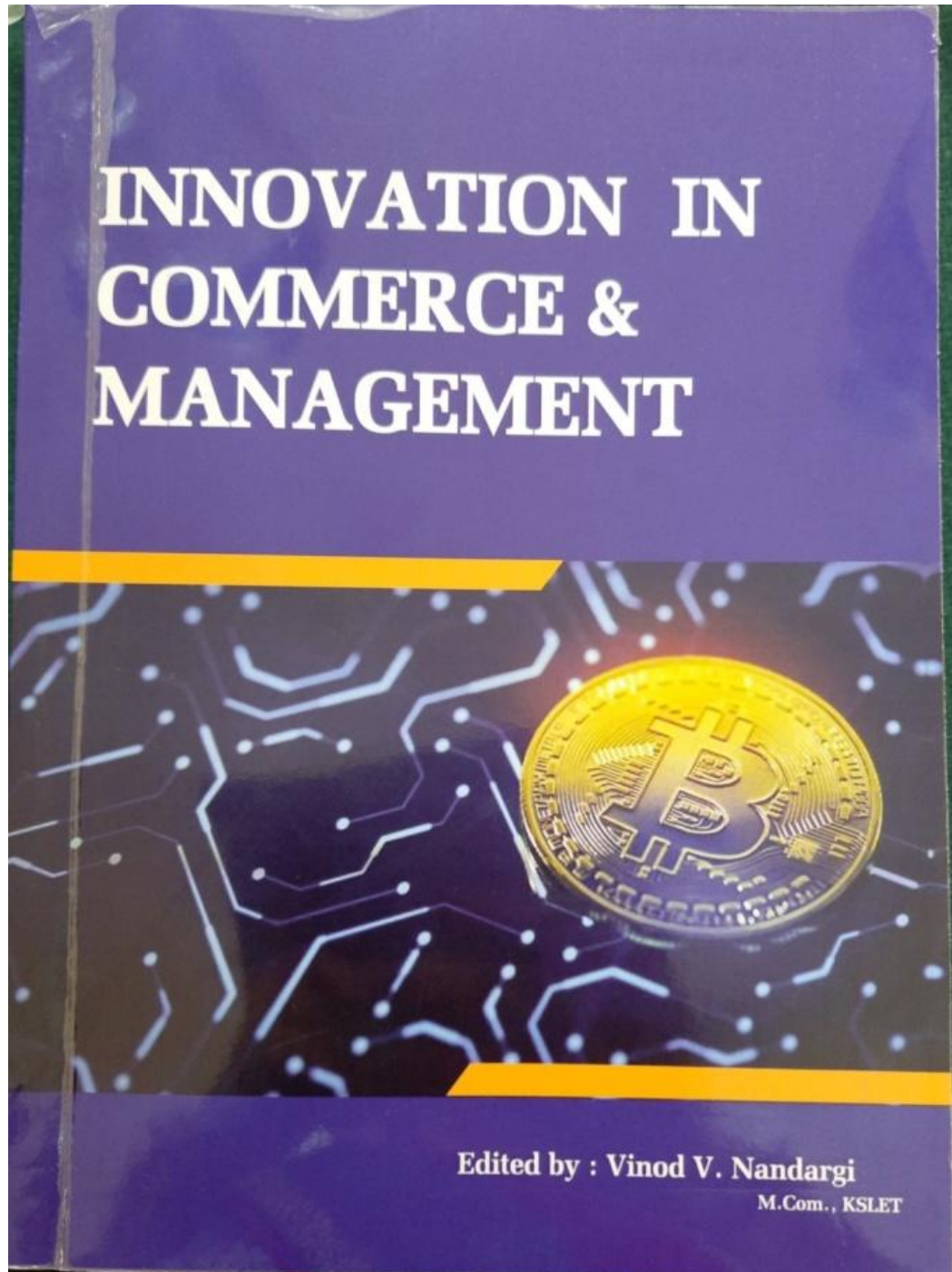
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VALUE CREATION THROUGH CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

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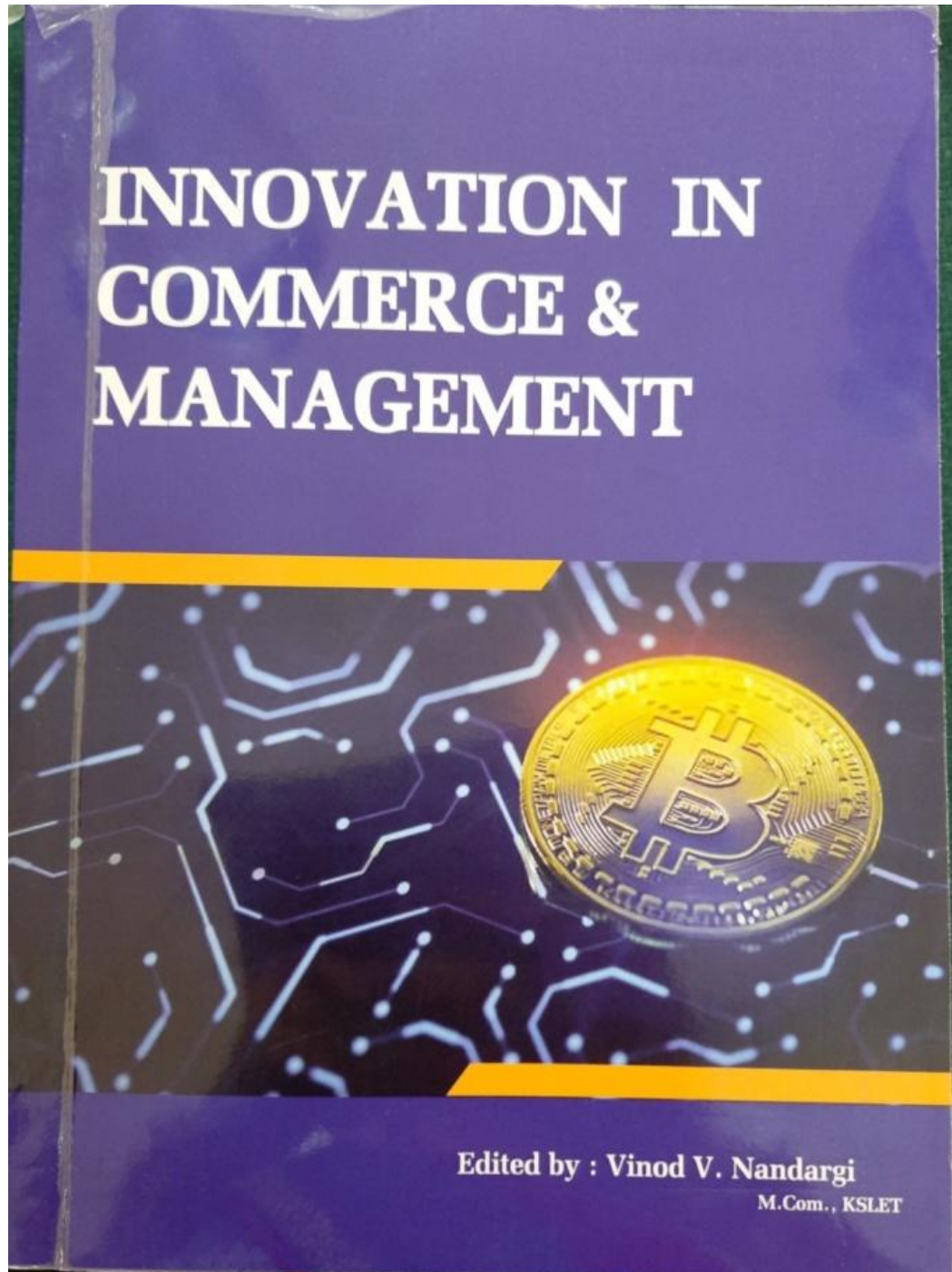
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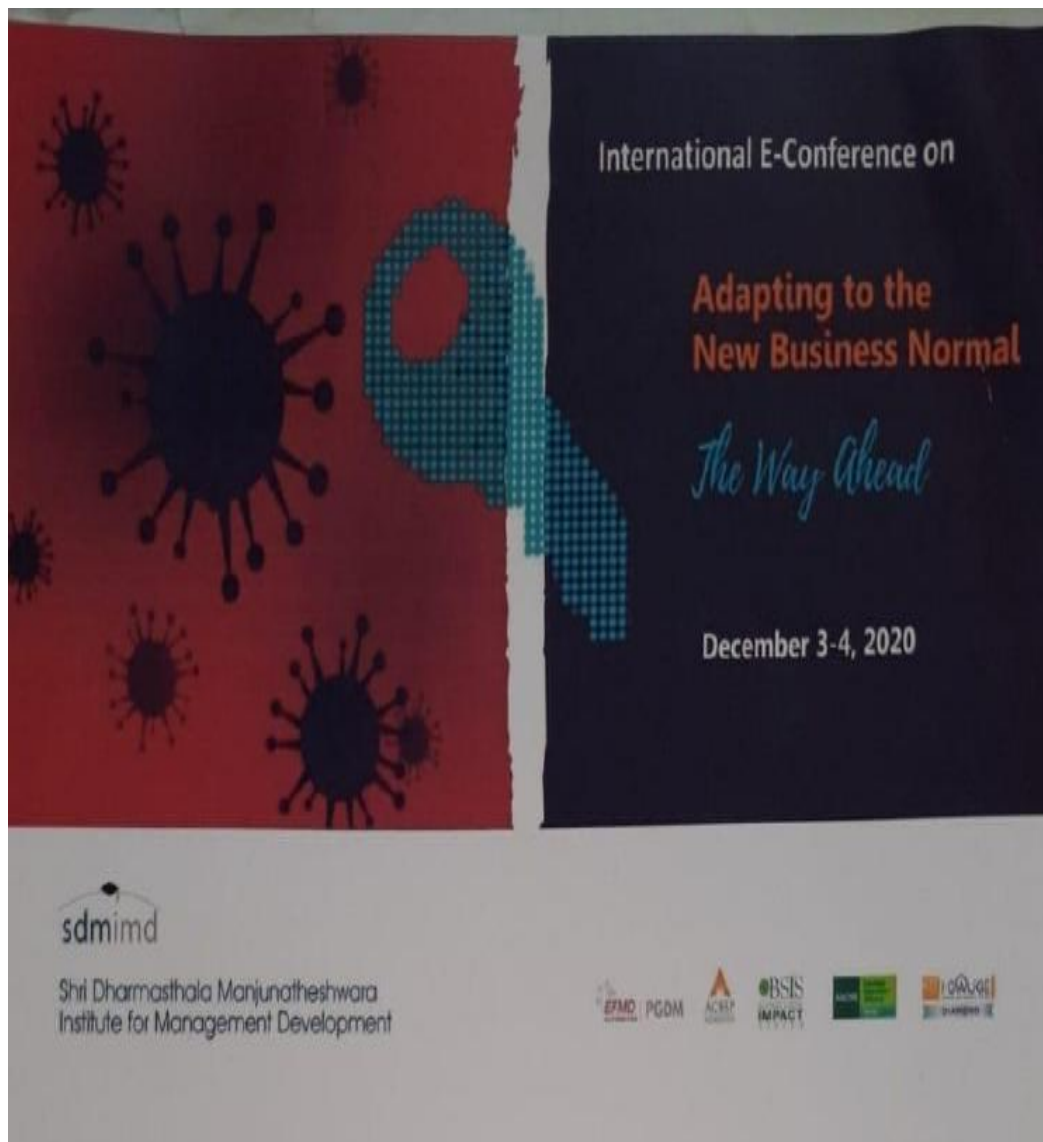
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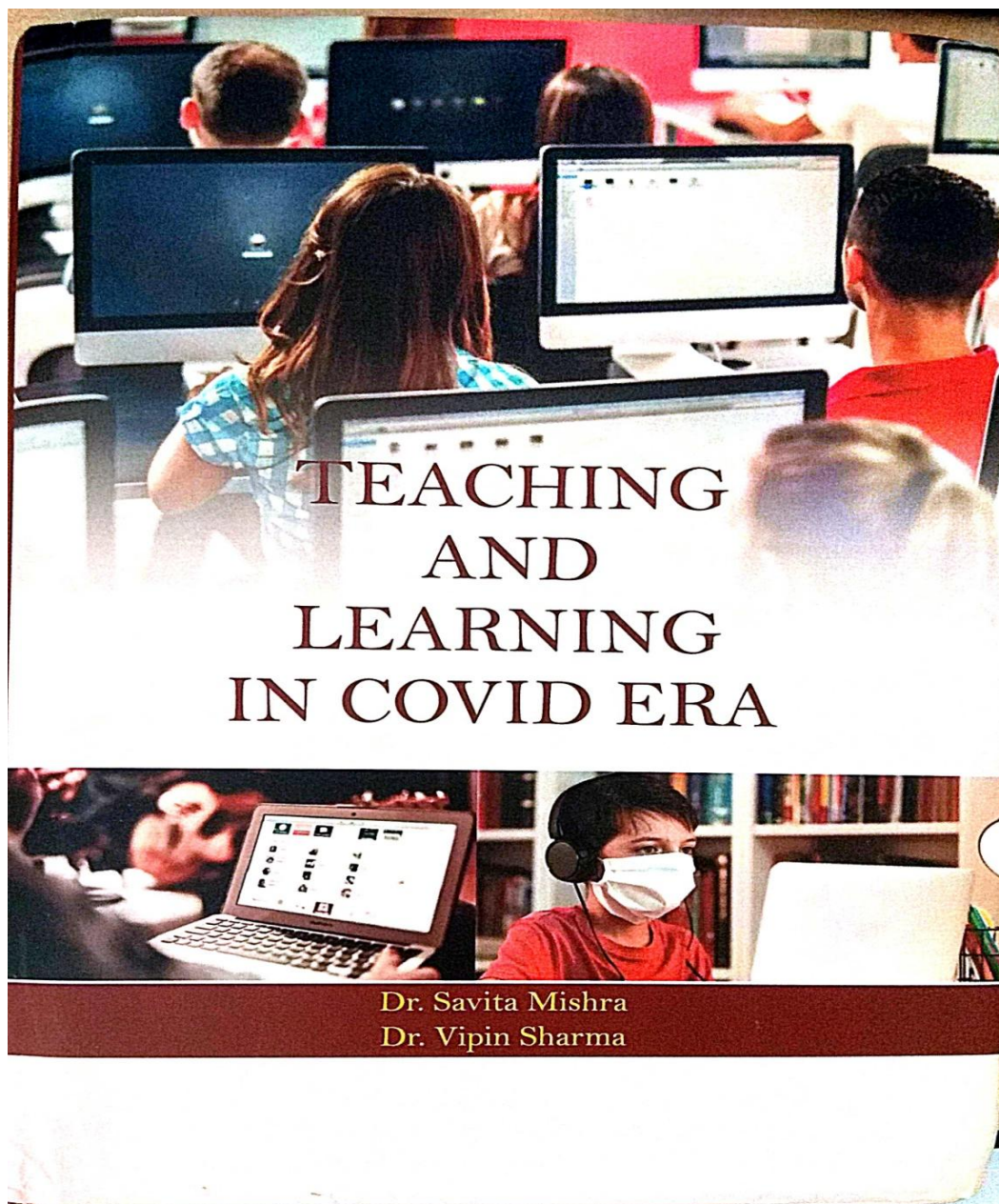
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She has been motivating teachers and students to come up with innovative ideas for the progressive development of teaching-learning process. She is committed to professional ethics and standards of practices and keeps herself abreast with the latest developments in teacher education. She is continuously engaged in organizing National and International level conferences, webinars and workshops for dissemination of knowledge and expertise to the stakeholders of education. She has written more than seventy research articles in reputed National and International journals and authored 22 books. She has also developed a psychological tool for assessing Attitude towards Science.

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THE ROLE OF TEACHERS IN HANDLING IT**

Prof. S.S. Charantimath, Prof. G.M. Navadgi, Prof. S.M. Khot

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Keywords: Challenges, Student, Teacher, Friend, Philosopher, Guide.

Name of the Teacher: Prof.Smt.G.M.Navadgi

Title of the Book: Teaching and Learning in Covid Era

Title of the Article: Challenges faced by learners and Teachers during the Covid -19
Pandemic and Role of Teachers in Handling it

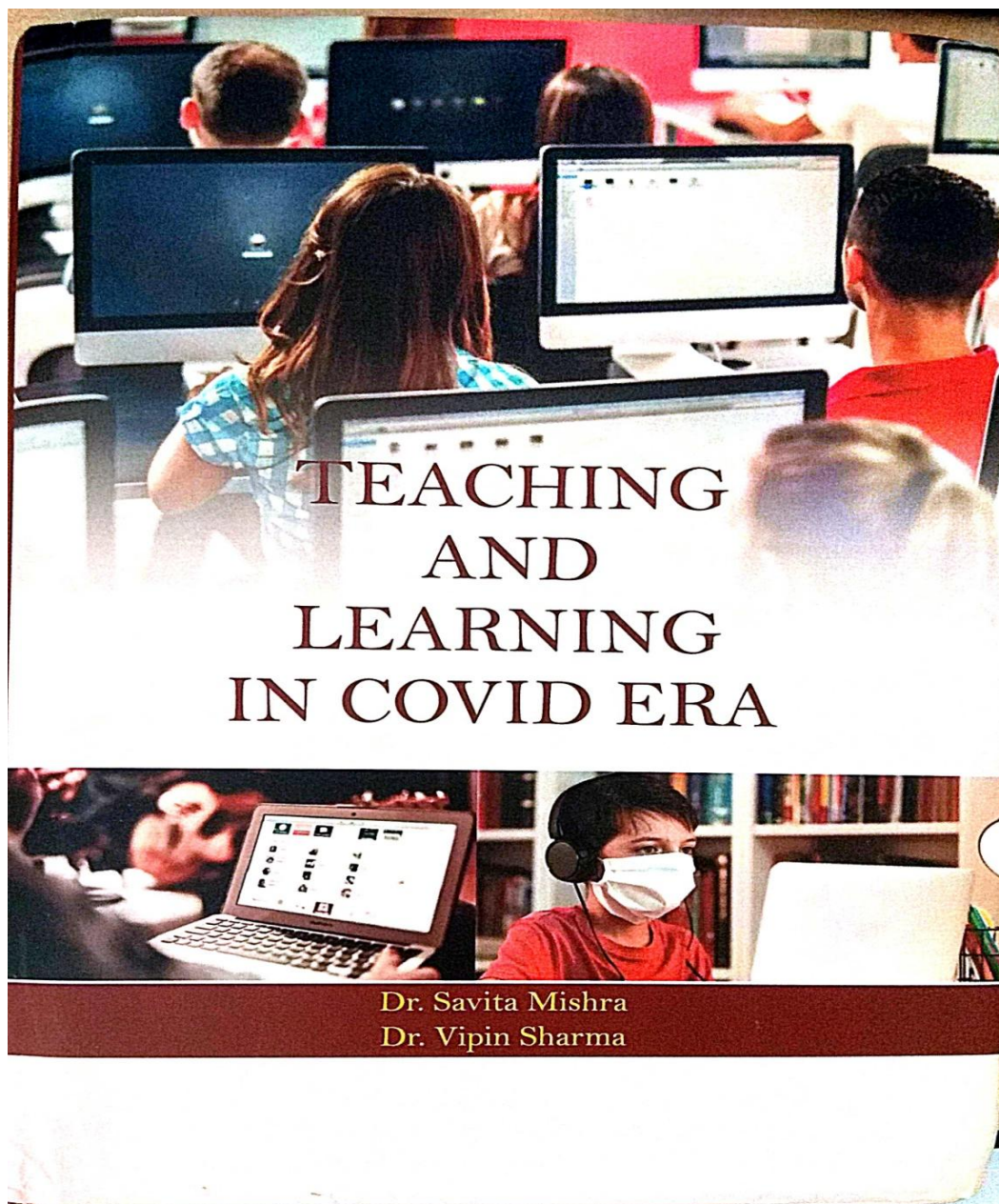
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Name of the Teacher: Prof .S.M.Khot

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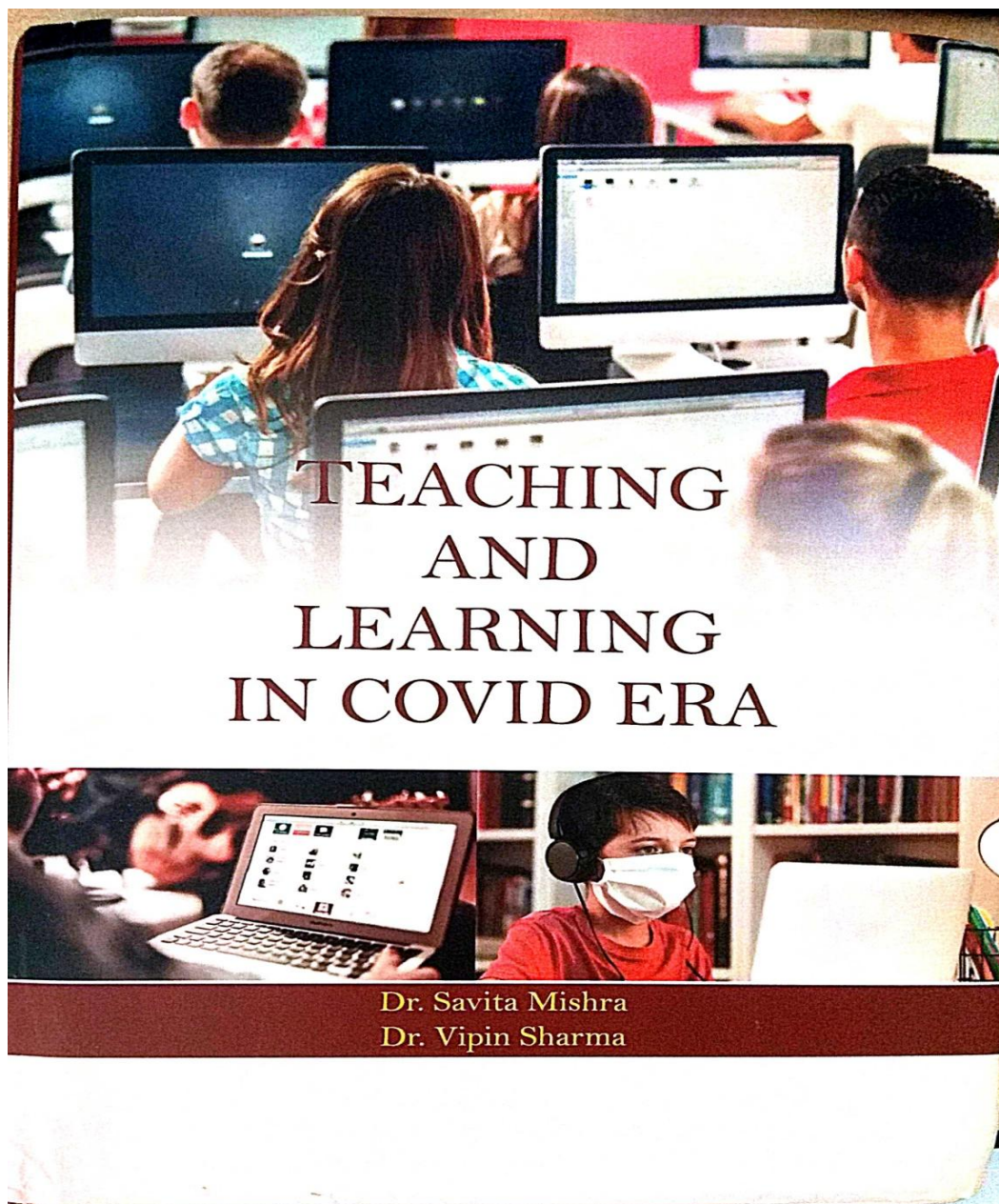
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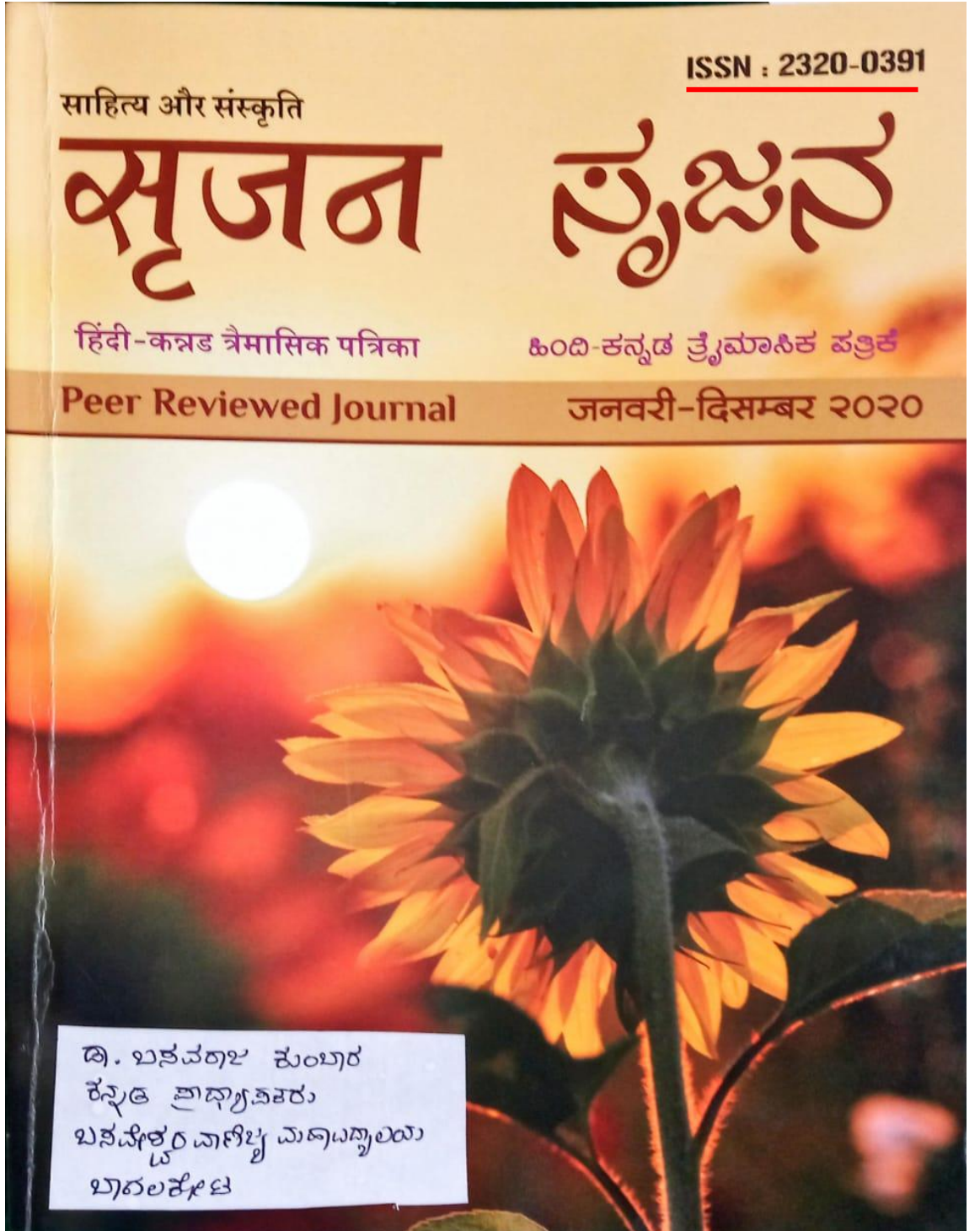
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ಇಂದಿರಾಬಾಯಿ, ಇಂದಿರಾ ಕಾದಂಬರಿಗಳ ಮೇಲೆ ವಚನ ಸಾಹಿತ್ಯದ ಪ್ರಭಾವ

• ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

ಕನ್ನಡ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಕಾದಂಬರಿಯು ಪ್ರಮುಖ ಸ್ಥಾನವನ್ನು ಪಡೆದುಕೊಂಡಿದೆ. ಆರಂಭದ ಕಾದಂಬರಿಕಾರರು ಸಾಮಾಜಿಕ ಸಮಸ್ಯೆಗಳನ್ನೇ ಗುರಿಯಾಗಿಸಿಕೊಂಡಿದ್ದು ಕಂಡುಬರುವುದು. ಸ್ತ್ರೀ ಸಮಸ್ಯೆಯನ್ನು ಸಹ ಅಷ್ಟೇ ಗಂಭೀರವಾಗಿ ಪರಿಗಣಿಸಿದ್ದರು. ಸ್ತ್ರೀ ಶಿಕ್ಷಣ, ಬಾಲ್ಯವಿವಾಹ, ವೈದ್ಯಕೀಶಮಂಡನ, ವಿದವಾ ವಿವಾಹದಂತಹ ಹಲವು ಸಮಸ್ಯೆಗಳು ಆ ಕಾಲದ ಕಾದಂಬರಿಗಳ ವಿಷಯ ವಸ್ತುವಾಗಿರುವುದು. ಶ್ರೀ ಸಿದ್ದನಗೌಡ ಪಾಟೀಲ ಅವರು ಹೇಳಿರುವಂತೆ “ವಿಶೇಷವಾಗಿ ಹೆಣ್ಣಿನ ಮೇಲಿನ ದಬ್ಬಾಳಿಕೆ ಮತ್ತು ಬಿಗಿಯಾದ ಜಾತಿ ಕಟ್ಟುಪಾಡುಗಳ ಮೇಲೆ ಗಮನಹರಿಸಿದ ನಮ್ಮ ಆರಂಭದ ಕಾದಂಬರಿಕಾರರು ಆ ವಿಷಯಗಳನ್ನೇ ಹೆಚ್ಚಾಗಿ ತಮ್ಮ ಕಾದಂಬರಿಯ ವಸ್ತುವನ್ನಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡಿದ್ದಾರೆ”. ಅದರಂತೆ ಜಿ. ಎನ್. ರಂಗನಾಥರಾವ್ ಹೇಳುವಂತೆ “ಆ ಕಾಲದ ಸಾಮಾಜಿಕ ಪಿಡುಗುಗಳನ್ನು, ಮೂಢನಂಬಿಕೆಯ ಆಚಾರಗಳನ್ನು ಎತ್ತಿ ತೋರಿಸಿ ಸುಧಾರಣೆ ಮಾಡುವುದೇ ಕಾದಂಬರಿಯ ಆಶಯ” ಆಗಿದೆ. ಪಾಶ್ಚಿಮಾತ್ಯ ಶಿಕ್ಷಣದಿಂದ ಭಾರತೀಯರ ಮನಸ್ಸು ಜಾಗೃತಗೊಳ್ಳುತ್ತಿರುವ ಸಂಧಿ ಕಾಲದಲ್ಲೇ ಗುಲ್ವಾಡಿ ವೆಂಕಟರಾಯರ ಇಂದಿರಾಬಾಯಿ ಮಹತ್ವದ ಕೃತಿಯಾಗಿದೆ. ಕಾದಂಬರಿಯ ಪೂರ್ವಭಾಗದಲ್ಲಿ ಸ್ತ್ರೀಯರ ಮೇಲೆ ಹೇರಲಾದ ಬಾಲ್ಯವಿವಾಹವನ್ನು ಯಶಸ್ವಿಯಾಗಿಸಿ ದುಷ್ಟರಿಣಾವುಗಳನ್ನು ಬೀರಿದರೆ, ಕಾದಂಬರಿಯ ಉತ್ತರಾರ್ಧದಲ್ಲಿ ಶೋಷಣೆಯಿಂದ ಹಂಚಿಕೊಳ್ಳಲು ಪ್ರಯತ್ನಿಸುವ ವಿಧವೆ, ಮಠಮಾನ್ಯಗಳ ಬಹಿಷ್ಕಾರಗಳನ್ನು ಲೆಕ್ಕಿಸದೆ ಸನಾತನ ಮೌಲ್ಯಗಳನ್ನು ವಿರೋಧಿಸಿ, ಪುನರ್

ವಿವಾಹವಾಗಿ ಯಶಸ್ವಿಯಾಗಿದ್ದು ಕಾಣುವುದು. ಪ್ರಾರಂಭಿಕ ದಿನಗಳಲ್ಲಿ ಹಿಂದೂ ಸಮಾಜದ ಜ್ವಲಂತ ಸಮಸ್ಯೆಗಳೆಂದೇ ಭಾವಿಸಲಾಗಿದ್ದ ಬಾಲ್ಯವಿವಾಹ, ವಿಧವಾವಿವಾಹ, ಸಂಪ್ರದಾಯ, ನಂಬಿಕೆ, ಪ್ರತಾಚಾರಣೆಗಳು, ಮಠಾಧಿಪತಿಗಳ ಅನೈತಿಕ ನಡೆ, ಅಧಿಕಾರದ ಅಮಲಿನಲ್ಲಿರ್ದರ್ಪ ಹಾಗೂ ಸ್ವಾರ್ಥ ಇವುಗಳೆಲ್ಲವನ್ನು ನೇರವಾಗಿ ವಿರೋಧಿಸುವ ಕಾದಂಬರಿಗಳು ಸುಧಾರಣ ಪರ ಧೋರಣೆಗಳಾಗಿವೆ. ಈ ದೃಷ್ಟಿಯಿಂದ ಗುಲ್ವಾಡಿ ವೆಂಕಟರಾಯರ ‘ಇಂದಿರಾಬಾಯಿ’ ಮೇಲಿನ ಸಮಸ್ಯೆಗಳಿಗೆ ಪ್ರಾತಿನಿಧಿಕ ಕೃತಿಯಾಗಿದೆ. ಕೆರೂರು ವಾಸುದೇವಾಚಾರ್ಯರ ಇಂದಿರ ಕಾದಂಬರಿಯುರವ್ಯ ಪ್ರಣಯಕಥೆ ಹೊಂದಿದೆ. ಸುಧಾರಣೆಯನ್ನು ಬಯಸಿದರು ಪರಿಪೂರ್ಣಗೊಂಡಿಲ್ಲ. “ಸ್ತ್ರೀ ಶಿಕ್ಷಣ, ಸ್ತ್ರೀ ಸ್ವಾತಂತ್ರ್ಯ ಹಾಗೂ ವಿಧವಾ ವಿವಾಹದಂತಹ ಸಮಸ್ಯೆಗಳನ್ನು ಎತ್ತಿಕೊಂಡಿದ್ದರೂ ಕೆಲವು ಸಂದರ್ಭಗಳಲ್ಲಿ ಅಪಹಾಸ್ಯಕ್ಕೆ ಇಡಾಗಿದೆ. ಈ ಸಮಸ್ಯೆಗಳನ್ನು ತೆರೆದ ಹೃದಯದಿಂದ ಸ್ವೀಕರಿಸಲಿಲ್ಲ ಎಂಬ ಅಪವಾದವೊಂದು ಇದರ ಮೇಲಿದೆ”. ಇಲ್ಲಿ ಇಂದಿರ ಮತ್ತು ರಮಾಕಾಂತನ ಆದರ್ಶ ಪ್ರೇಮವನ್ನು ಚಿತ್ರಿಸುವುದು ಕಾದಂಬರಿಕಾರರಿಗೆ ಮುಖ್ಯವಾಗಿರುವುದು ಕಂಡುಬರುತ್ತದೆ. ಈ ಕಾದಂಬರಿಯಲ್ಲಿ ಹೊಸಕಾಲದ ಹೊಸ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವ ಸಂಘರ್ಷದ ಮಟ್ಟದಲ್ಲಿಯೇ ನಿಲ್ಲುತ್ತದೆ. ಜೊತೆಗೆ ಕಾದಂಬರಿಯಲ್ಲಿ ಶ್ರೀಮಂತ, ಮಧ್ಯಮ ವರ್ಗದ ಸುಶಿಕ್ಷಿತ ವಿದ್ಯಾವಂತ ಸ್ತ್ರೀ ಪಾತ್ರಗಳ ಚಿತ್ರಣ ಪ್ರಮುಖವಾಗಿ ಬಂದಿವೆ. ಅಂದಿನ ದಿನಮಾನಗಳಲ್ಲಿ ಕಾಣಲಾಗದೆ ಇರುವ ಹೊಸದಾದ ಪ್ರೇಮ ವಿವಾಹವೊಂದನ್ನು ಯಶಸ್ವಿಯಾಗಿಸಿ

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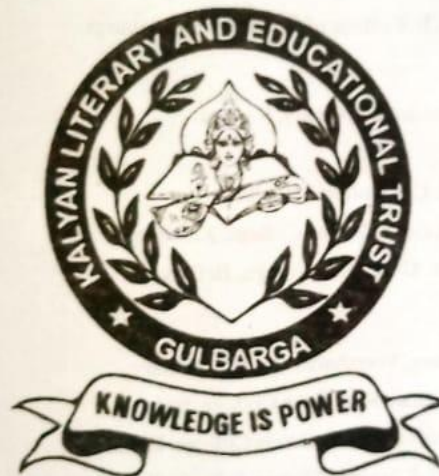
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ಕುವೆಂಪುರವರ 'ಜಲಗಾರ' ನಾಟಕದಲ್ಲಿ ಕಾಯಕ ಮತ್ತು ಭಕ್ತಿ

ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

ಭಾರತ ದೇಶದಲ್ಲಿ ಎಲ್ಲ ದಾಸ್ಯ ಪದ್ಧತಿಗಳಿಗೆ ಧಾರ್ಮಿಕ ದಾಸ್ಯತ್ವವೇ ಮೂಲವಾಗಿದೆ. ಇಲ್ಲಿ ದೇವರನ್ನು ಒಡೆಯನೆಂದು ತಾನವನು ದಾಸನೆಂದು ಭಾವುಕ ಭಕ್ತರು ಒಪ್ಪಿಕೊಂಡ ಪರಿಣಾಮದಿಂದ ಈ ದಾಸ್ಯ ಪದ್ಧತಿಯನ್ನು ದೇವರು ಭಕ್ತರ ಮೇಲೆ ಹೇರಿದಂತೆ ಗುರುದೇವ ಶಿಷ್ಯರ ಮೇಲೆ, ಪತಿದೇವ ಸತಿಯ ಮೇಲೆ, ಒಡೆಯ ಆಳನ ಮೇಲೆ, ರಾಜ ಪ್ರಜೆಗಳ ಮೇಲೆ, ಶ್ರೀಮಂತರು ಬಡವರ ಮೇಲೆ, ಮೇಲು ಜಾತಿಯವರು ಕೀಳು ಜಾತಿಯವರ ಮೇಲೆ ಈ ದಾಸ್ಯ ಪದ್ಧತಿಯನ್ನು ಹೇರುತ್ತಲೆ ಬಂದಿದ್ದಾರೆ. ಪರಿಣಾಮ ಈ ದೇಶದಲ್ಲಿ ದಾಸ್ಯ ಪದ್ಧತಿ ಬೆಳೆದು ಬಂದಿತು. ಈ ರೀತಿಯಾದ ದಾಸ್ಯ ಪದ್ಧತಿಯ ಬೆಳವಣಿಗೆಗೆ ಸಬಲರು ಎಷ್ಟು ಕಾರಣರೋ ಅಬಲರು ಅಷ್ಟೇ ಕಾರಣ. ಈ ಎಲ್ಲಾ ಕಾರಣ ಪರಿಣಾಮಕ್ಕೆ ಭಕ್ತಿನಿಷ್ಠೆ ಪ್ರಮುಖವಾಗಿ ಕಾರಣಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಭಕ್ತನು ಶಾಂತನಾಗಿರಬೇಕು. ತನ್ನತನದ ತಾವಿನಲ್ಲಿ ಸತ್ಯವಂತನಾಗಿರಬೇಕು. ಹನ್ನೆರಡನೆಯ ಶತಮಾನದ ಬಸವಾದಿ ಶರಣರು ಈ ದಾಸ್ಯಗಳನ್ನೆಲ್ಲ ಕಿತ್ತೆಸದಿದ್ದಾರೆ. ಅದರಲ್ಲೂ ದಾಸ್ಯ ಪದ್ಧತಿಯ ಮೂಲ ಬೇರಾದ ಧಾರ್ಮಿಕ ದಾಸ್ಯಪದ್ಧತಿಯನ್ನು ಮೊದಲು ನಿರ್ಮೂಲನೆಗೊಳಿಸಿದ್ದರು.

ಧರ್ಮ ಪದ್ಧತಿಯು ಇಂದು ಒಂದು ಭ್ರಮೆ. ಶೋಷಣೆಯ ಮಹಾಮಾರ್ಗವಾಗಿದೆ. ಪವಾಡಗಳನ್ನು ಸೃಷ್ಟಿಸುವ ಕಾಲ್ಪನಿಕ ಸಿದ್ಧಾಂತವೆಂದು ಪರಿಗಣಿಸಲ್ಪಟ್ಟಿದೆ. ಅನೇಕ ದಾರ್ಶನಿಕರು, ರಾಷ್ಟ್ರ ಭಕ್ತರು, ಸಮಾಜ ಸುಧಾರಕರು, ಚಿಂತನಕಾರರು ಜೀವನ ಮತ್ತು ಜಗತ್ತನ್ನು ವೈಜ್ಞಾನಿಕವಾಗಿಯೇ ವಿಶ್ಲೇಷಣೆ ಮಾಡಿದ್ದಾರೆ, ಮಾಡುತ್ತಿದ್ದಾರೆ. ನಾಸ್ತಿಕವಾದಿಗಳಾದ ಕಾರ್ಲಮಾರ್ಕ್ಸ್ ಲೆನಿನ್‌ರು ಧರ್ಮದ ಅವಶ್ಯಕತೆಯನ್ನು ಅಲ್ಲಗಳೆದು ಪ್ರಗತಿಯನ್ನು ಪ್ರತಿಪಾದಿಸಿದ್ದಾರೆ. ವೈಜ್ಞಾನಿಕ ಯುಗದಲ್ಲಿ ಮೂಢನಂಬಿಕೆಗಳಿಗೆ ಪವಾಡಗಳಿಗೆ ಆಸ್ಪದವಿದೆ. ಆದರೂ ಕೆಲವು ಮಹತ್ವಾಕಾಂಕ್ಷಿಗಳು ನಾಸ್ತಿಕರಾದಾಗ್ಯೂ ತಾವು ಹುಟ್ಟಿದ ಧರ್ಮವನ್ನು ತ್ಯಜಿಸಿದರೂ ಇನ್ನೊಂದು ಧರ್ಮವನ್ನೇ ಅವಲಂಬಿಸಿದ್ದಾರೆ. ಇಂತಹ ಪ್ರಸಂಗಗಳನ್ನು ಇಟ್ಟುಕೊಂಡು ಸಾಹಿತ್ಯದ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜಾಗೃತಿಯನ್ನು ಉಂಟುಮಾಡುವ ಹಲವಾರು ಕೃತಿಗಳು ಬಂದಿವೆ. ಅಂತಹದರಲ್ಲಿ ಕುವೆಂಪುರವರು ಹಲವಾರು ವೈಚಾರಿಕ ಕೃತಿಗಳನ್ನು ರಚಿಸಿದ್ದಾರೆ.

ಕುವೆಂಪು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಲೋಕದ ಮಹತ್ವದ ಲೇಖಕರು. ಸಾಹಿತ್ಯವನ್ನು ಒಂದು ಸಾಧನವಾಗಿ ಬಳಸಿಕೊಳ್ಳುವುದರ ಮೂಲಕ ಸಮಾಜವನ್ನು ಎಚ್ಚರಿಸುವ ಕಾರ್ಯವನ್ನು ಮಾಡಿದ್ದಾರೆ. ಸಾಂಸ್ಕೃತಿಕ ಲೋಕದ ರಾಯಭಾರಿಯಾಗಿ ಅಂದಿನಿಂದ ಇಂದಿನವರೆಗೂ ಪ್ರಸ್ತುತದಲ್ಲಿದ್ದಾರೆ. ಕುವೆಂಪುರವರು 'ಸರ್ವರಿಗೂ ಸಮಪಾಲು, ಸರ್ವರಿಗೂ ಸಮಬಾಳು', 'ಆತ್ಮಶ್ರೀಗಾಗಿ ನಿರಂಕುಶಮತಿಗಳಾಗಿ', ಎಂದು ವಿದ್ಯಾರ್ಥಿ ಜೀವನದಲ್ಲಿ ಕೊಟ್ಟಿರುವ ಹಲವಾರು ಭಾಷಣಗಳಲ್ಲಿ ಇದು ಕಂಡು ಬಂದಿದೆ. ಆದರೂ ಕುವೆಂಪುರವರು ನಾಟಕಗಳ ಕುರಿತು ಚರ್ಚೆ, ತರ್ಕಗಳು ಆಗದೆ ಇರುವುದನ್ನು ಗಮನಿಸಿ "ಕನ್ನಡ ವಿಮರ್ಶನಾಲೋಕ ಅವರ ನಾಟಕಗಳನ್ನು ಅಷ್ಟು ಗಂಭೀರವಾಗಿ ಚರ್ಚಿಸಿದಂತಿಲ್ಲ" ಎಂಬ ನರಹಳಿ ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯರು ಕುವೆಂಪು ನಾಟಕಗಳ ಅಧ್ಯಯನದಲ್ಲಿ ತಮ್ಮ ಅಭಿಪ್ರಾಯವನ್ನು ವ್ಯಕ್ತಪಡಿಸಿದ್ದಾರೆ. ವೈಚಾರಿಕ ದೃಷ್ಟಿಯಿಂದ ಕುವೆಂಪುರವರು ಮೇರು ಪ್ರತಿಭೆ. ಕುವೆಂಪುರವರು ಸಮಾಜದಲ್ಲಿರುವ ಎಲ್ಲಾ ಸಾಂಸ್ಕೃತಿಕ ಕಹಿಯ ಜೊತೆ ಸಿಹಿ ಸಂಗತಿಗಳನ್ನು ಅನುಭವಿಸುವುದರ ಮೂಲಕ ಅನೇಕ ವೈಚಾರಿಕ

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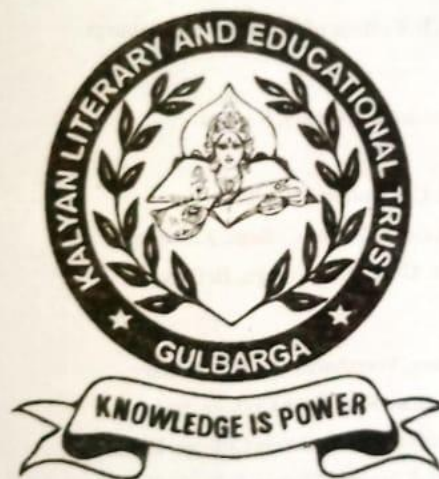
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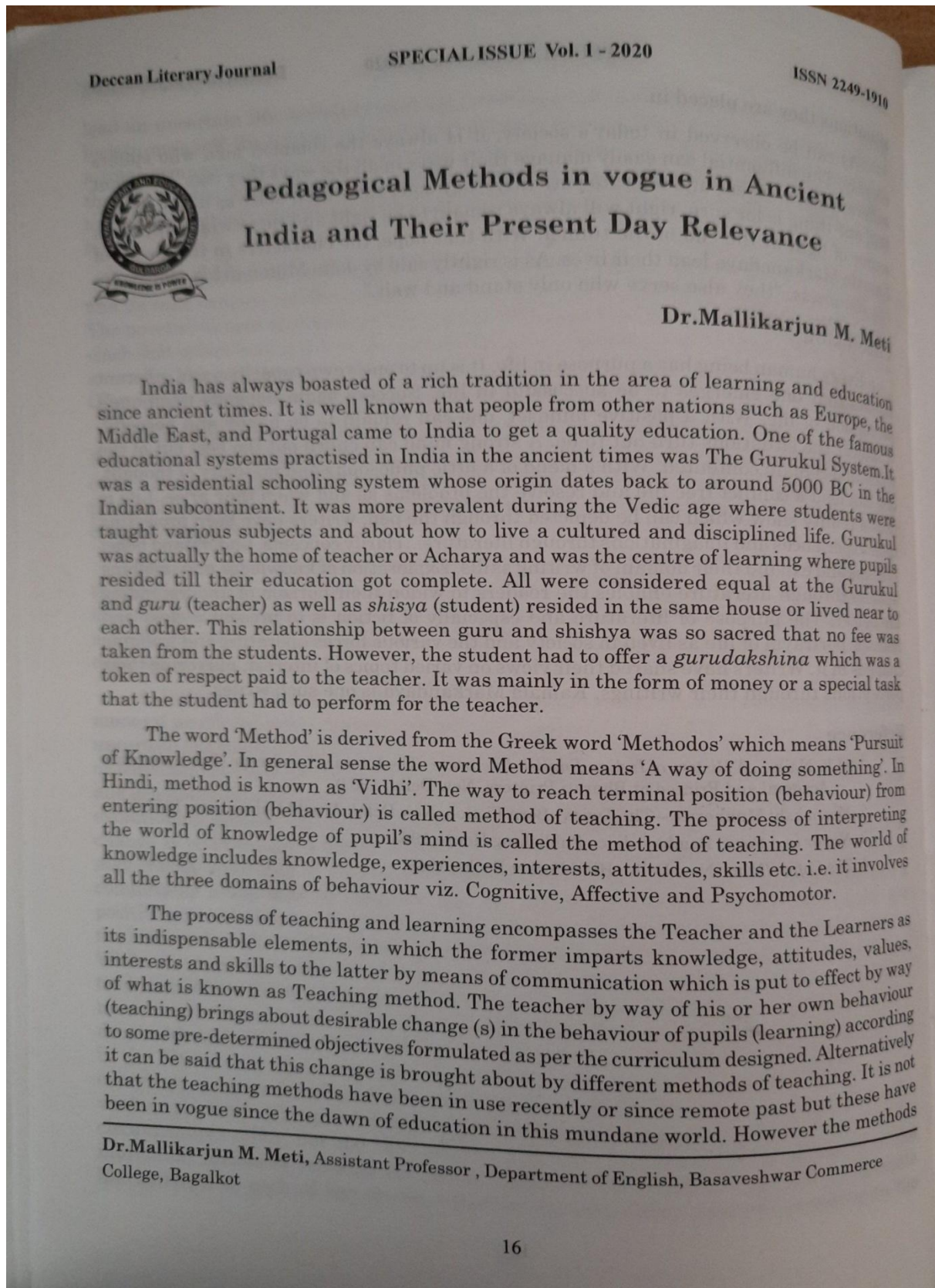
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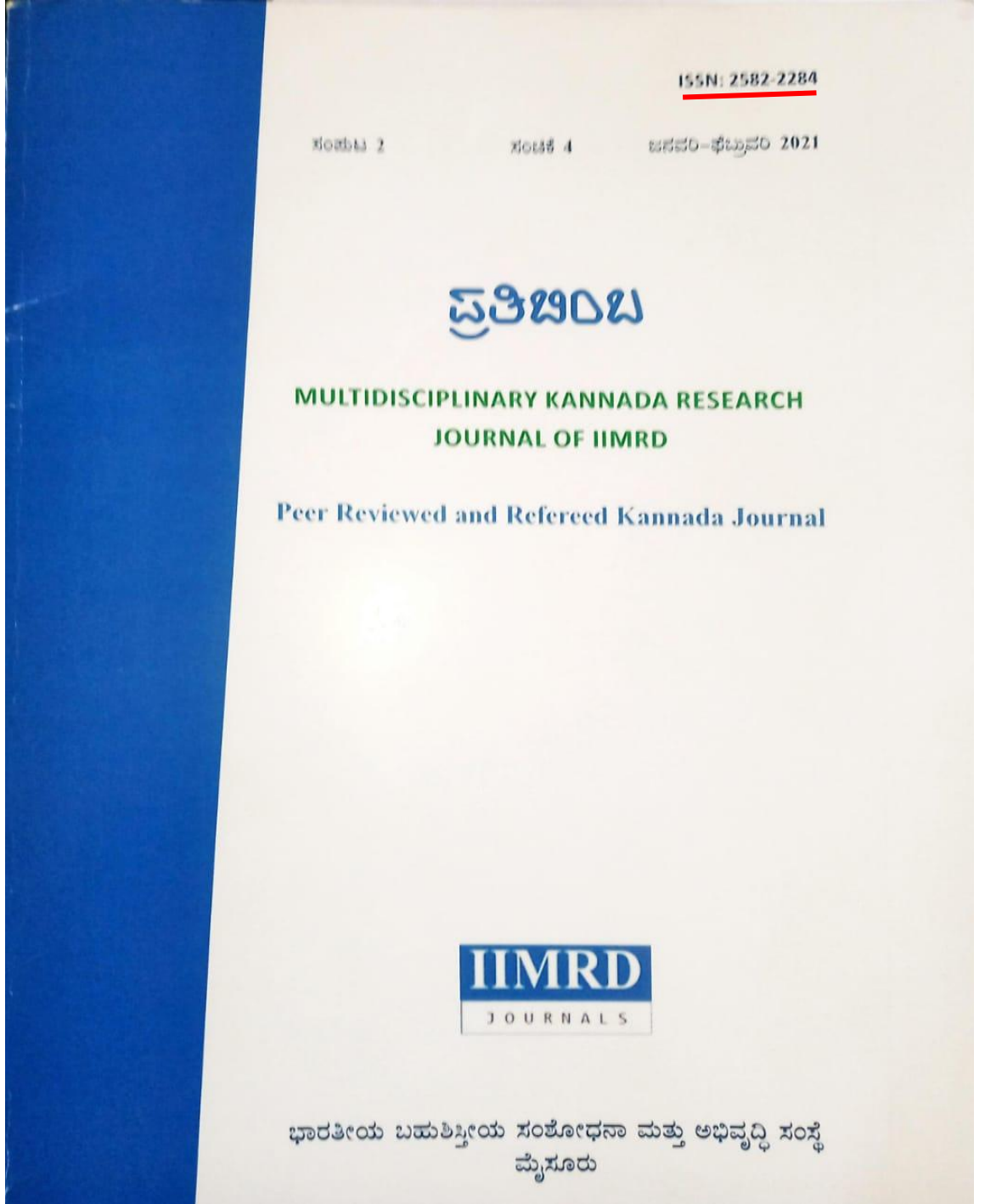
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ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ¹

ಪೀಠಿಕೆ

ಮೊದಲ ಘಟ್ಟದ ಸ್ವತಂತ್ರ ಕಾದಂಬರಿಕಾರರು ಅವರವರ ದೃಷ್ಟಿಕೋನಗಳಿಗೆ ಅನುಗುಣವಾಗಿ ತಮ್ಮ ಭಾಷಿಕ ನೆಲೆಯನ್ನು ಪಡೆದುಕೊಂಡಿರುವುದು ವಿದಿತವಾಗಿದೆ. ಅದು ಒಂದೇ ಬಗೆಯದ್ದಾಗಿರಬೇಕೆಂಬ ನಿಯಮವಿಲ್ಲ. ಒಂದು ಕಾದಂಬರಿಯೊಳಗೆ ವಸ್ತುವಿನ ಉದ್ದೇಶ, ಪಾತ್ರ ಸಂಯೋಜನೆ ಮತ್ತು ನಿರೂಪಣಾ ಕ್ರಮಗಳು ಅಭಿವ್ಯಕ್ತಿಯ ಆಯಾಮವನ್ನು ಬದಲಿಸುತ್ತವೆ. ಆದುದರಿಂದ ಕಾದಂಬರಿಯ ರಚನೆಗಾಗಿ ದುಡಿಯುವ ಭಾಷೆ ಕೇವಲ ಶಾಬ್ದಿಕ ರೂಪದ್ದಾಗಿರುವುದಿಲ್ಲ. ಅರ್ಥ, ಸುಳಿಗಳ ಘಟಕವಾಗಿರುತ್ತದೆ. ಅಂದರೆ, ಕಾದಂಬರಿಯೊಂದರ ಭಾಷಿಕ ವಿಶ್ಲೇಷಣೆ ಎಂಬುದು ಘಟನೆ, ಪಾತ್ರ, ಸನ್ನಿವೇಶಗಳನ್ನು ಕುರಿತದ್ದೇ ಆಗಿರುತ್ತದೆ. ಕನ್ನಡದ ಮೊದಲ ಘಟ್ಟದ ಕಾದಂಬರಿಗಳ ವಸ್ತು ಮತ್ತು ಭಾಷೆಯ ದೃಷ್ಟಿಯಿಂದ ಹೆಚ್ಚಿನ ಅನನ್ಯತೆಯನ್ನು ಸಾಧಿಸಿವೆ. ಅಲ್ಲಲ್ಲಿ ಹೊಸ ಹೊಸ ನಿರೂಪಣಾ ತಂತ್ರಕ್ಕಾಗಿ ಹವಣಿಸಿದಂತಿದೆ.

ಪಾಶ್ಚಿಮಾತ್ಯ ಸಾಹಿತ್ಯದ ಸಂಪರ್ಕ ಅಧ್ಯಯನದ ಮೂಲಕ ಭಾರತಕ್ಕೆ ಪ್ರವೇಶ ಪಡೆದ ಕಾದಂಬರಿ ಸ್ವಲ್ಪ ಸಮಯದಲ್ಲೇ ಜನಪ್ರಿಯ ಮಾಧ್ಯಮವಾಗಿ ಬೆಳೆದ ಪರಿ ಆಶ್ಚರ್ಯಕರವಾದದ್ದು. ಕಾದಂಬರಿ ವಿಷಯದಲ್ಲಿ ಹಾಗೆ ಸೂತ್ರೀಕರಿಸುವುದು ಬಹು ದುಷ್ಕರ ಆದರೂ “ಸಾಹಿತ್ಯಭಿವ್ಯಕ್ತಿಯ ಮಹಾಪ್ರಕಾರಗಳೆಲ್ಲ ಅತ್ಯಂತ ನಮ್ಯ(Elastic)ವೂ ಕ್ರಮ ರಹಿತವೂ ಆಗಿರುವ ಈ ಕಾದಂಬರಿಗೆ ಕೂಡ ಕೆಲವು ನಿಯಮಗಳು ಉಂಟೇ ಉಂಟು; ಅವುಗಳಲ್ಲಿ ಹೆಚ್ಚು ಸಾರ್ವತ್ರಿಕವೂ ಮುಖ್ಯವೂ ಅದನ್ನು ಕಂಡು ಹಿಡಿದು, ಅವುಗಳನ್ನು ಸ್ಪಷ್ಟಪಡಿಸುವುದು ಈಗ ನಮ್ಮ ಕೆಲಸ.”¹

ಕಾದಂಬರಿ ಪ್ರಕಾರದಲ್ಲಿ ಮೊದಲು ವಸ್ತು, ಭಾಷೆ, ಶೈಲಿ, ಕಾದಂಬರಿ ಸಂವಿಧಾನಕ್ಕೆ ಮೊದಲ ಆದ್ಯತೆಗಳು. ಈ ಆದ್ಯತೆಗೆ ಅನುಗುಣವಾಗಿ ಘಟನೆ ಸಂದರ್ಭಗಳ ಮುಖಾಮುಖಿಯಾಗಿ ನಿಲ್ಲುವ ಪಾತ್ರಗಳ ಸಂಘರ್ಷ ಗಮನಿಸುವಂತಹದ್ದು.

¹ ಕನ್ನಡ ಉಪನ್ಯಾಸಕರು, ಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ, ಬಾಗಲಕೋಟೆ-587101.



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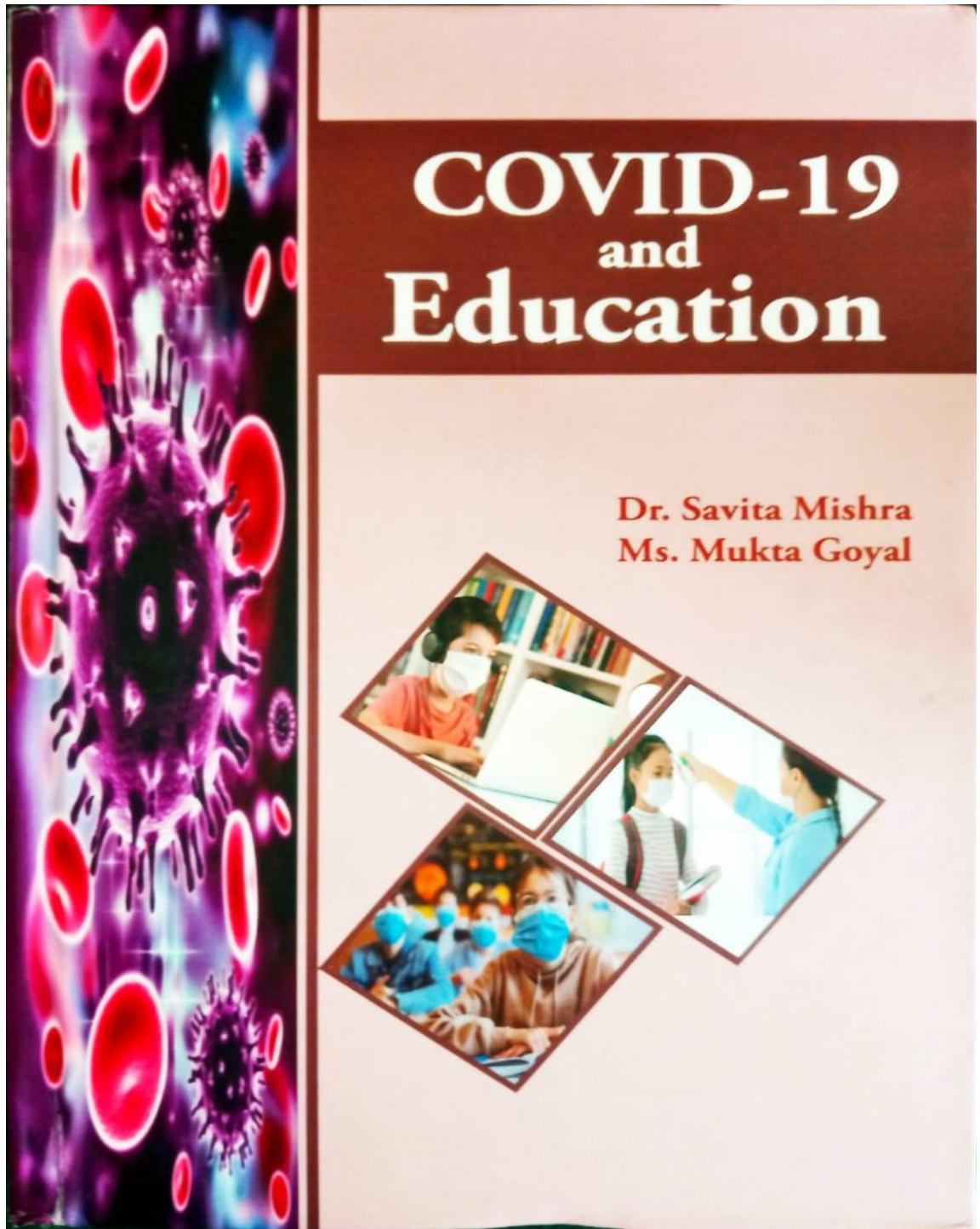
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She is the Vice-President of Council of Teacher Education (Eastern Zone); Scientist, IAEC; Member of Board of Studies and Visiting Professor of some of the Universities including Academic Staff Colleges. She has been conferred the title of 'Leading Educationists of the World' by IBC, Cambridge, London.



Ms. Mukta Goyal is a dedicated professional having an experience of almost a decade in academia along with the flair of administration, presently, she is working as an Assistant Professor in Management Department at Guru Nanak Dev Institute of Technology, New Delhi. She is also pursuing her Ph. D. in Management Stream from Mewar University, Chittorgarh, and Rajasthan. Before joining this institution, she served Manvi Institute of Education & Technology, Rohini, New Delhi as Principal. Apart from her regular assignments, she has also volunteered in "Teach India program" which happens to be a CSR Initiative of Times of India Group in collaboration with the British Council. She has 1 book in her credit. Many of her research papers have been acknowledged and published in the Journal of National and International repute. She has even contributed to national and international conferences which are springer indexed.



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Covid-19 and Education

By : Dr. Savita Mishra

Ms. Mukta Goyal

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Use of Digital Technologies to Enhance Education

Prof. Nandini N. Doddamani*

Introduction

In recent years reference to ‘digital technology in the classroom’ (DTC) can be taken to mean digital processing systems that encourage active learning, knowledge construction, inquiry, and exploration on the part of the learners, and which allow for remote communication as well as data sharing to take place between teachers and/ or learners in different physical classroom locations. This is an expanded notion of technologies that recognizes their development from mere information delivery systems and also clarifies their role in classrooms in contrast to their wider use across schools and learning centers.

***Professor, Department of Management Studies, Basaveshwar Commerce College Bagalkot, Karnataka.**

Name of the Teacher: Prof.S.M.Khot

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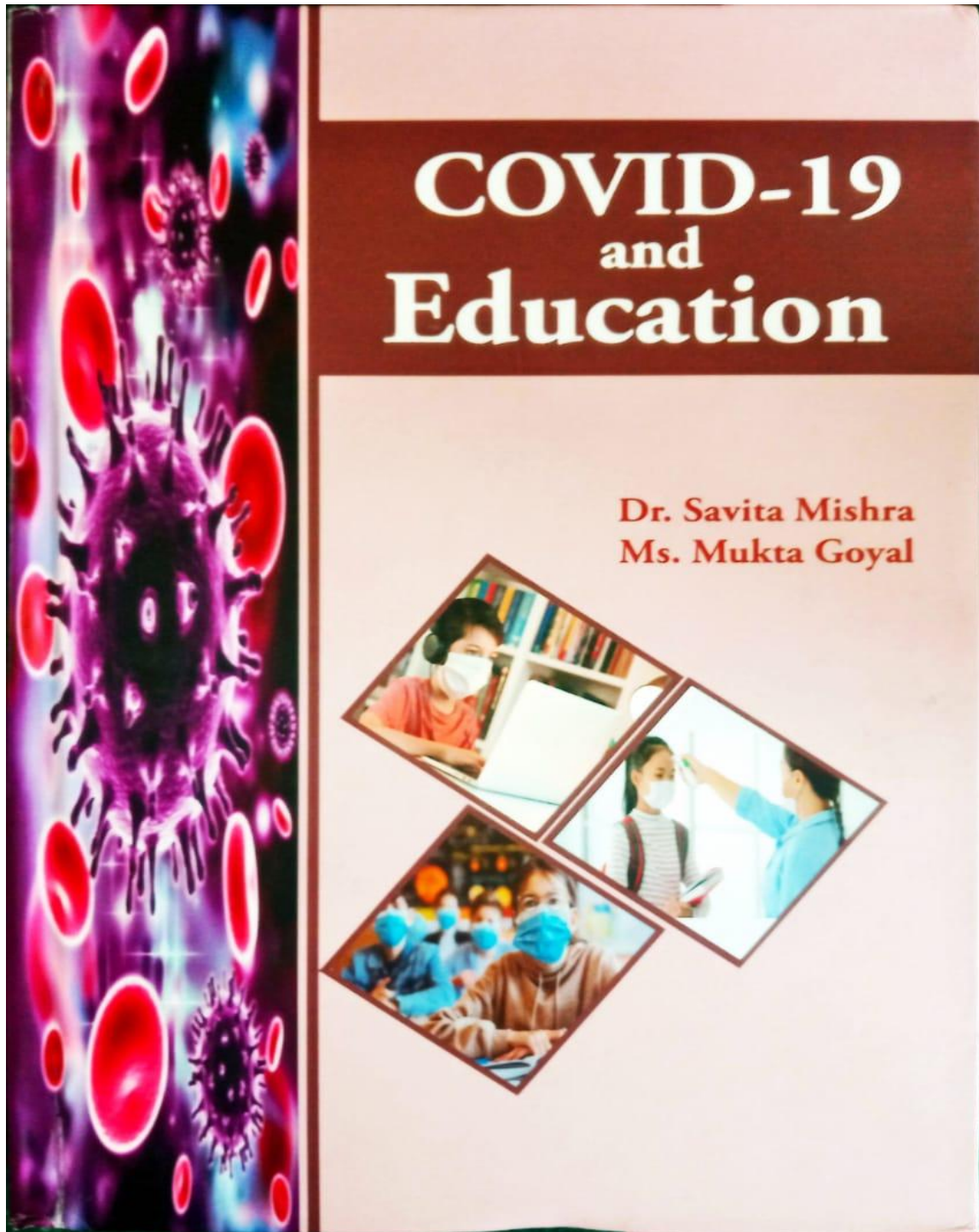
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Post Covid-19 : Impact of Digital Technology on Education Industry

Prof. S. M. Khot*

Introduction

The process of knowledge dissemination has been interrupted by the COVID-19 pandemic. However, given the fact that societies all over the world need to get back to classrooms in some form or the other, and that as of now, social or physical distancing has become mandatory in almost every aspect of our lives, including education, this will have to be done gradually and carefully. One positive outcome of the lockdown is the acceleration in adoption of digital technologies and this can upgrade the education system, both for students as well as for teachers. However, both groups will have to make serious adjustments to get the most out of online education since at present both students and teachers have an incomplete understanding of the tools and technology they need to use.

Objectives of the Study

1. To know what are the major challenges faced by teachers and

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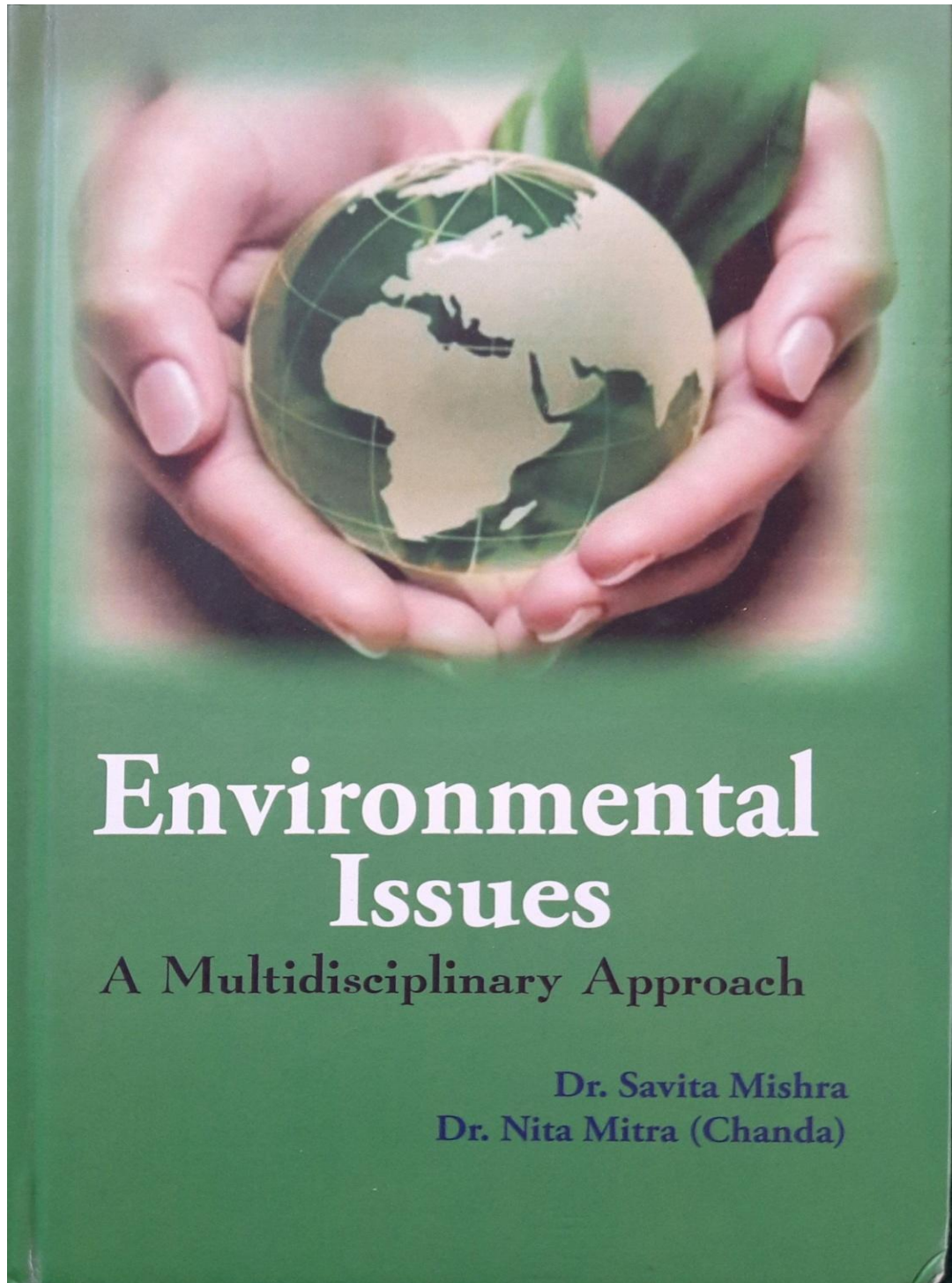
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Dr. Savita Mishra is Principal, Vidyasagar College of Education, Phansidewa, Darjeeling, West Bengal. She has impeccable records of seventeen years of teaching and research activities. She is dedicated, resourceful and goal-driven professional educator with a solid commitment to the academic growth and development of every pupil teacher. She has been motivating teachers and students to come up with innovative ideas for the progressive development of teaching-learning process. She is committed to professional ethics and standards of practices and keeps herself abreast with the latest developments in teacher education. She is continuously engaged in organizing National and International level conferences, webinars and workshops for dissemination of knowledge and expertise to the stakeholders of education. She has written more than seventy research articles in reputed National and International journals and authored 23 books. She has also developed a psychological tool for assessing Attitude towards Science.

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Dr. Nita Mitra (Chanda) is a teacher educator by profession, a researcher by practice, an organizer by commitment, a motherly counselor and guide for children by her simple approach and an author of several books and articles on historical, contemporary and futuristic issues by her dedication and honesty. In every sense her experiences are multidisciplinary. She is an Associate Professor in Geography of Siliguri B.Ed. College and working as a teacher educator for about twenty-two years and working as a teacher educator for about twenty two years. Dr. Mitra (Chanda) started her higher studies in Geography. She completed an M.A. in Geography (Gold Medalist) and Ph.D. in Geography. After that, her focus of study and research extended towards Education, Teacher Education and Psychology (with emphasis on the psychology of counseling for school children and young adults). She obtained some prestigious awards like Gold medal both in UG and PG, Jawaharlal Nehru Award, NCERT award in the All India Competition on Innovations in School Education, Bharat Jyoti Award etc. She has completed projects sponsored by the UGC, ICSSR and Sarva Shiksha Mission (through District Project Office, Siliguri) and has organized state level and national level seminar sponsored by DST, W.B. and the UGC. Beyond these formal academic activities, Dr. Mitra (Chanda) is attached with the Association for Liberal Learning and Research (ALLR) as the Vice-president and with Find_Mind (A psychological & counselling unit of ALLR).



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The Role of Environmental Accounting for Sustainable Growth and Goodwill of A Corporate Entity

Prof. Vinod V Nandargi*

Prof. S. M. Khot**

Introduction

A major barrier to the adoption of cleaner production and eco-efficiency is that firms often do not know the environmental costs of operating their business and therefore do not know the financial benefits that can arise by reducing their environmental impacts. Environmental costs are generally defined narrowly "Environment costs are those costs incurred in compliance with, or prevention of breach of, environmental laws, regulations and company policy."

However, the true environmental costs to a firm can be far broader, including: costs of resources, both those directly related

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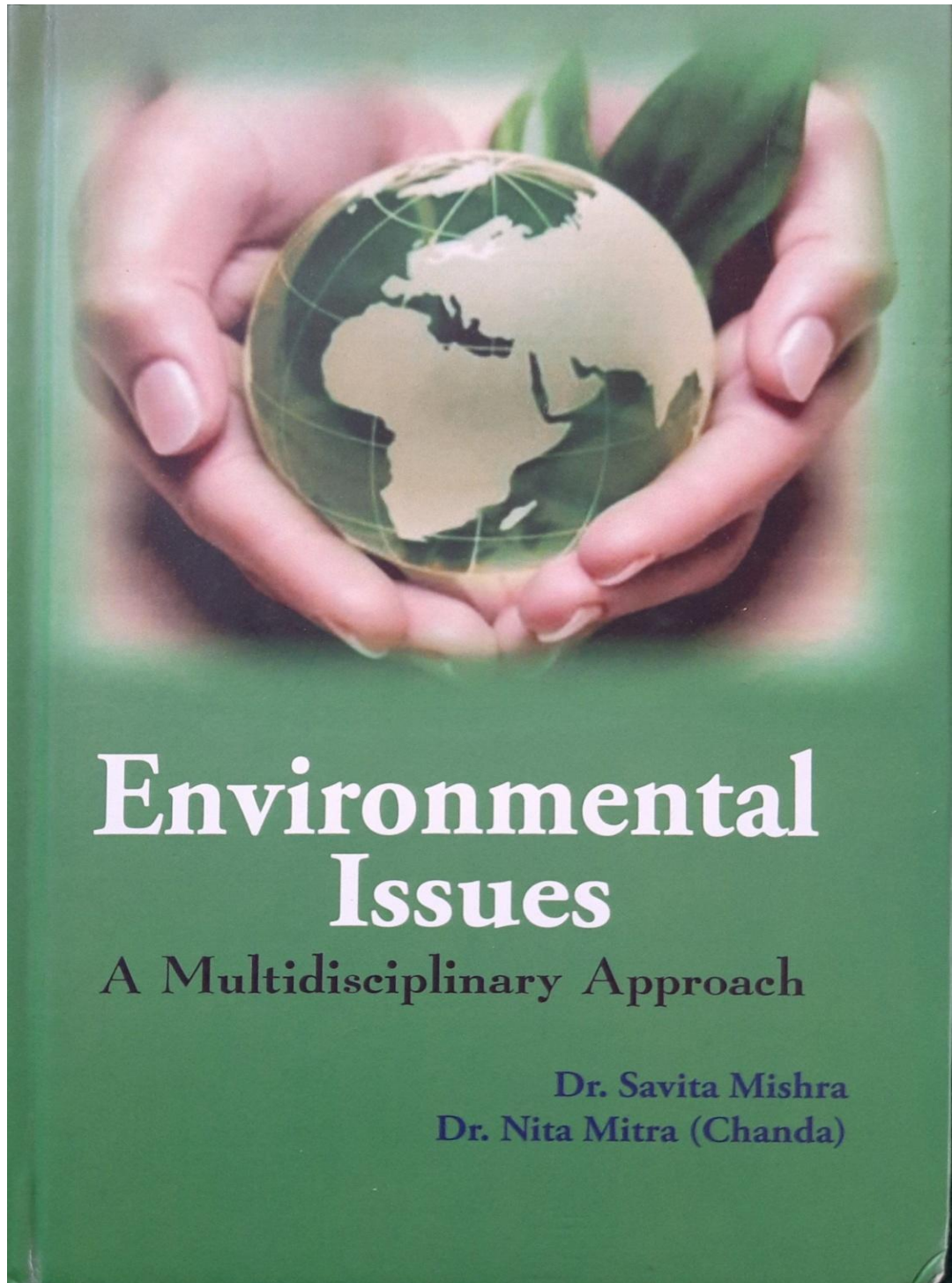
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The Role of Environmental Accounting for Sustainable Growth and Goodwill of A Corporate Entity

Prof. Vinod V Nandargi*

Prof. S. M. Khot**

Introduction

A major barrier to the adoption of cleaner production and eco-efficiency is that firms often do not know the environmental costs of operating their business and therefore do not know the financial benefits that can arise by reducing their environmental impacts. Environmental costs are generally defined narrowly "Environment costs are those costs incurred in compliance with, or prevention of breach of, environmental laws, regulations and company policy."

However, the true environmental costs to a firm can be far broader, including: costs of resources, both those directly related

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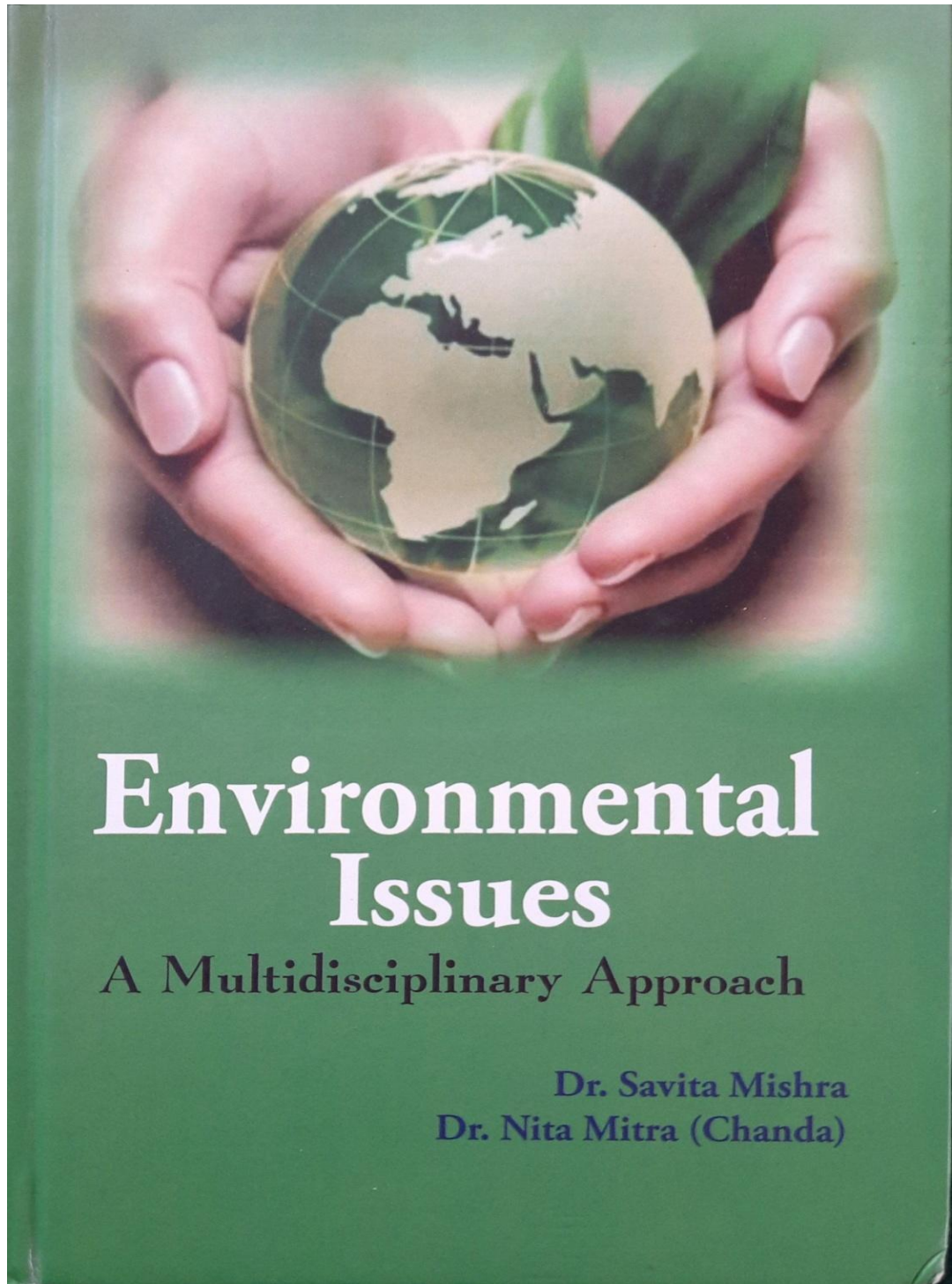
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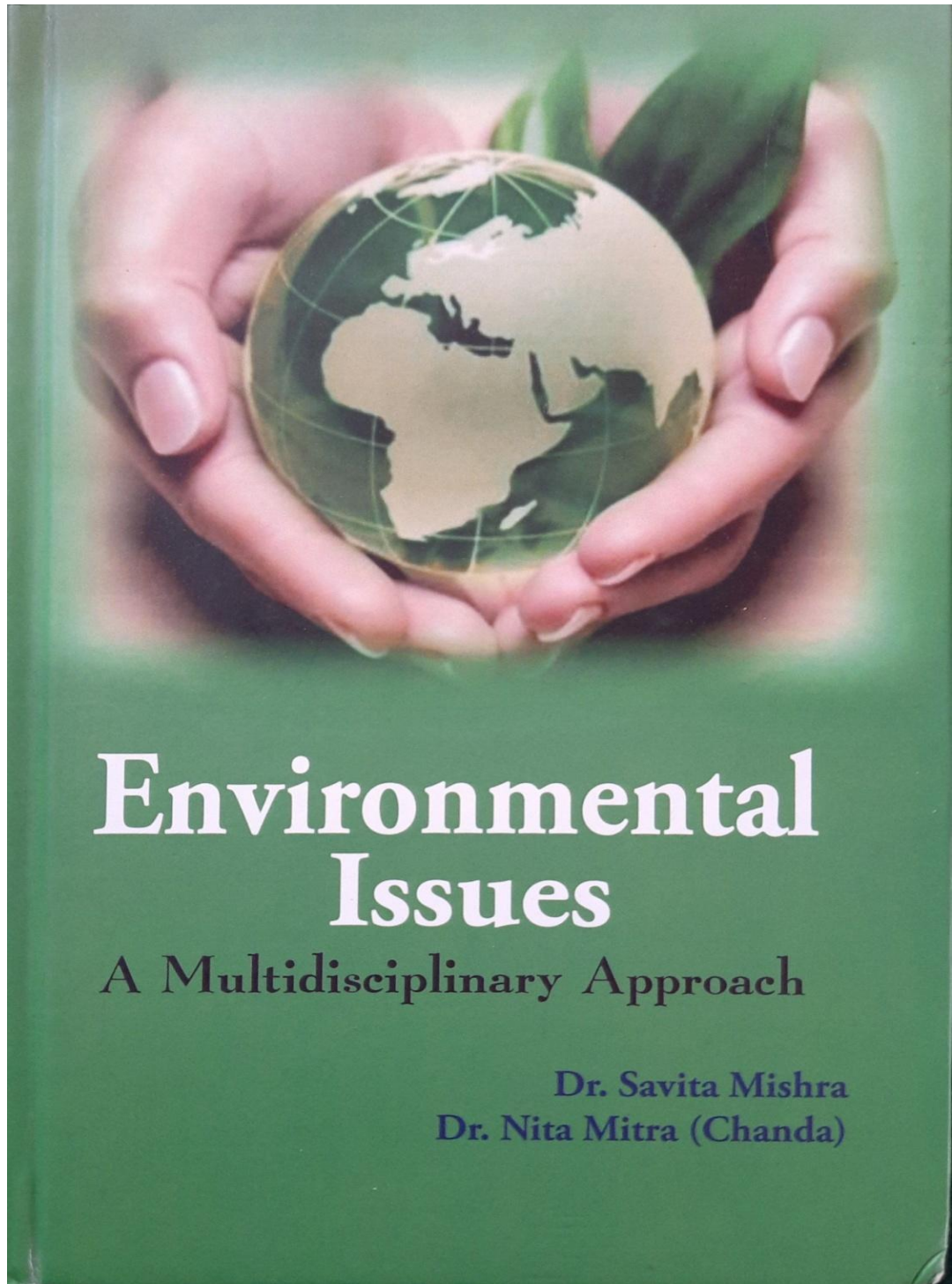
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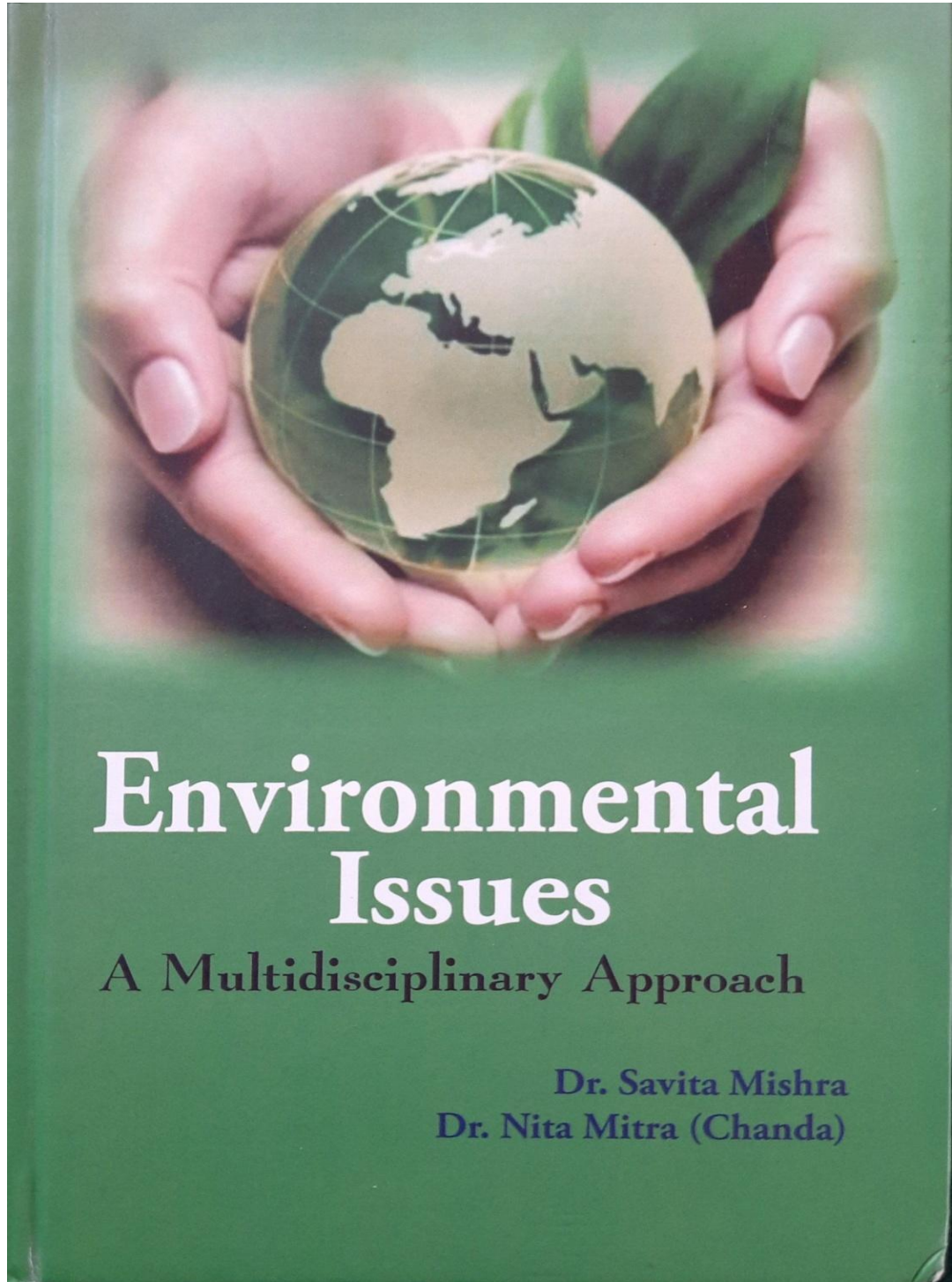
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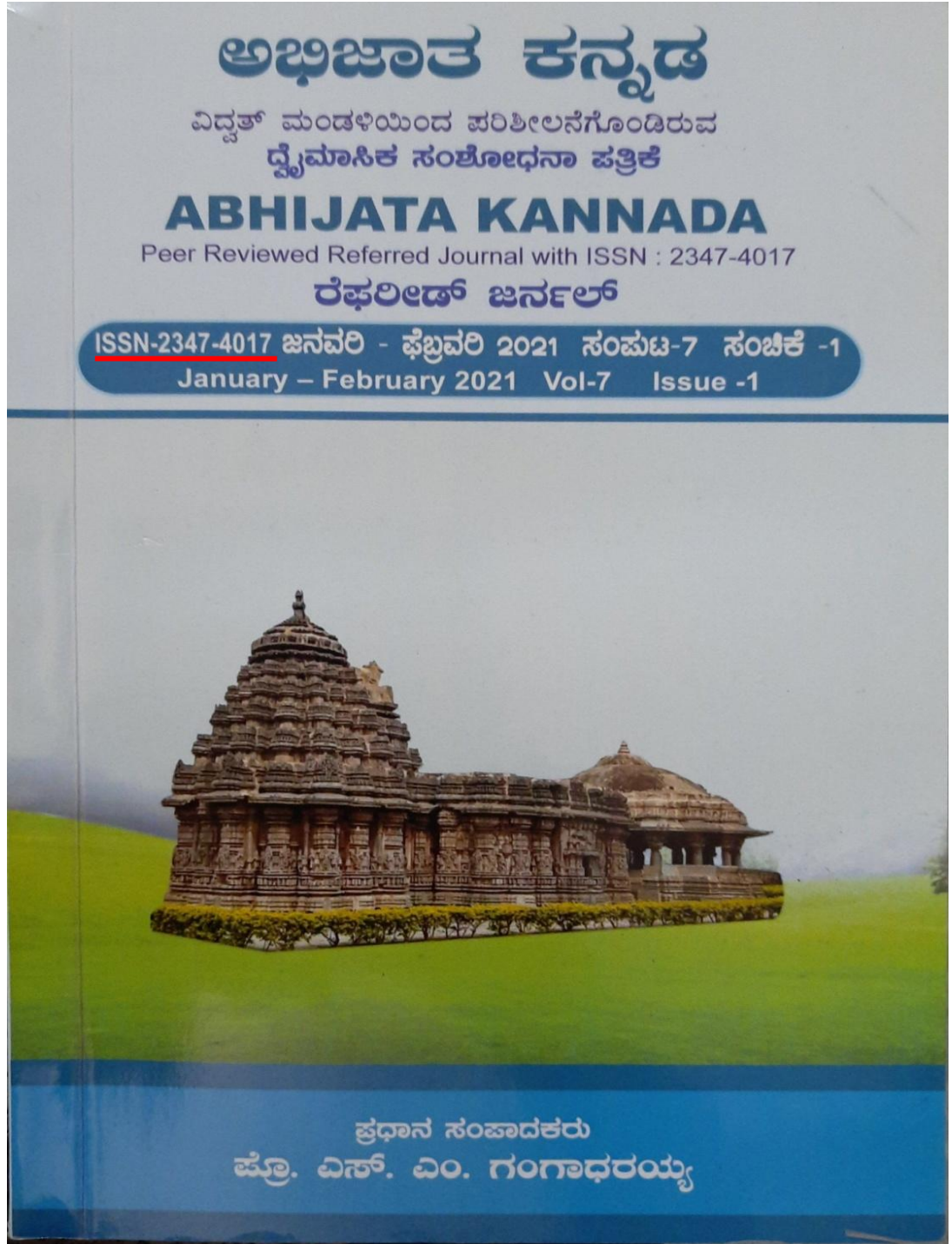
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ಡಾ. ಕೊಟ್ಟಸ್ವಾಮಿ. ಎ.ಎಂ.ಎಂ.

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ಡಾ. ಕೆ. ಎಂ. ರೋಹಿಣಿ

ಸಂಪಾದಕರು
ಡಾ. ಶೋಭಾ ನಾಯಕ
ಡಾ. ಪಿ. ನಾಗರಾಜ
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ಡಾ. ಎಂ. ನಂಜುಂಡಸ್ವಾಮಿ

೧೨ನೇ ಶತಮಾನದಲ್ಲಿ ಉದಯಿಸಿದ ಧರ್ಮ ಪ್ರೇರಿತ ಸಾಹಿತ್ಯವಾದ ವಚನವು ಕನ್ನಡದ ಪ್ರಾಚೀನ ಸಾಹಿತ್ಯದಡಿಯಲ್ಲಿ ಗುರುತಿಸಿಕೊಂಡು ವರ್ಗಾಯಿಸಲ್ಪಟ್ಟಿದೆ. ಸ್ವಂತಿಕೆಯಿಂದ ಮೆರೆವ ವಚನಗಳು ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಪ್ರಭಾವಶಾಲಿ ಆತ್ಮ ವಿಮರ್ಶೆಯ ಮಾಧ್ಯಮವಾಗಿ, ಸಾಹಿತ್ಯವಾಗಿ ಬೆಳೆದುಬಂದಿದೆ. ಮುಂದಿನ ಸಾಹಿತ್ಯ ಪರಂಪರೆಗಳ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರಿ ವಿಶ್ವ ಸಾಹಿತ್ಯದಲ್ಲಿ ಒಂದು ಅವಿಭಾಜ್ಯ ಅಂಗವಾದ ಕಾರಣ ಹನ್ನೆರಡನೆಯ ಶತಮಾನವು ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿಯೇ ಆಚ್ಛೇದನದ ಕಾಲ ಘಟ್ಟವಾಗಿದೆ. ಸಮಾಜದ ಎಲ್ಲಾ ಜಾತಿಯವರೂ ವಚನಗಳನ್ನು ಮುಖ್ಯ ಮಾಧ್ಯಮವನ್ನಾಗಿ ಮಾಡಿಕೊಂಡು, ತಮ್ಮ ಅನುಭವಗಳನ್ನು ಹೇಳಿಕೊಳ್ಳತೊಡಗಿದ್ದರಿಂದ ವಚನ ಸಾಹಿತ್ಯ ಒಂದು ಚಳುವಳಿಯೂ ಆಯಿತು. ಬಹುಕಾಲದಿಂದಲೂ ಪಂಡಿತರ ತುತ್ತಾಗಿದ್ದ, ವಿಶಿಷ್ಟ ವರ್ಗದವರ ಸೊತ್ತಾಗಿದ್ದ, ರಾಜ್ಯಲಕ್ಷ್ಮೀಯ ತೊತ್ತಾಗಿದ್ದ ಸರಸ್ವತಿಯ ಸಂಸ್ಕೃತ ಭಂಡಾರವನ್ನು ಕಡೆಗಣಿಸಿ, ತಮ್ಮ ಅನುಭವದ ಕಮ್ಮಟದಲ್ಲಿಯೇ ಅಚ್ಚೊತ್ತಿದ್ದ ವಚನನಾಣ್ಯಗಳನ್ನು ಜನ ಸಾಮಾನ್ಯರೆಲ್ಲರಲ್ಲಿ ಸಲ್ಲವಂತೆ ಮಾಡಿದರು. ಜಾತಿ, ಧರ್ಮ, ವರ್ಗಾಶ್ರಮದ ವಿರುದ್ಧ ಬಂಡೆದ್ದು ಮಾನವ ಜಾತಿ, ಧರ್ಮ ಒಂದೇ ಎಂದು ಸಾರಿದರು. ಅಲ್ಲದೇ ಆತ್ಮಶುದ್ಧಿ ಮತ್ತು ಕಾಯಕದ ಮಹತ್ವವನ್ನು ಜಗತ್ತಿಗೆ ಹೇಳಿಕೊಟ್ಟು ಅದರಂತೆ ತಾವೂ ನಿಜ ಜೀವನದಲ್ಲಿಯೂ ಅಳವಡಿಸಿಕೊಂಡು ಬಾಳಿ ಬದುಕಿದವರು ಶಿವಶರಣರು.

ಡಾ.ಎಂ.ನಂಜುಂಡಸ್ವಾಮಿ : ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಕನ್ನಡ ವಿಭಾಗ, ಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ, ಬಾಗಲಕೋಟೆ

ಭಾರತೀಯ ಸಮಾಜ ಶತಮಾನಗಳಿಂದಲೂ ಅನೇಕ ಸಮಸ್ಯೆ ಗೊಂದಲ, ಬಿಕ್ಕಟ್ಟುಗಳನ್ನು ಎದುರಿಸುತ್ತಾ ಬಂದಿದೆ. ಶತಮಾನಗಳಿಂದಲೂ ಮತಭೇದ, ವರ್ಗಭೇದ, ಲಿಂಗಭೇದ, ಮಾನ ಭೇದದಂತಹ ಅಸಮಾನತೆ, ಅಜ್ಞಾನ, ಅಂಧಶ್ರದ್ಧೆಯಲ್ಲಿ ಇಲ್ಲಿನ ಜನರು ಜೀವಿಸುತ್ತಾ ಬಂದಿದ್ದರು. ಸಮಾಜದಲ್ಲಿ ಬಹುತೇಕ ಅಸ್ಪೃಶ್ಯರು ವಿವಿಧ ಬಗೆಯ ಕಾಯಕ ಮಾಡುವ ಹಿಂದುಳಿದವರು ಹಾಗೂ ರೈತಾಪಿ ವರ್ಗದವರು ಜೀವನ ನಿರ್ವಹಿಸಲೂ ಬೇಕಾದ ಎಲ್ಲವನ್ನು ಉತ್ಪಾದಿಸುತ್ತಾ ಕಷ್ಟಕರವಾದ ಬದುಕನ್ನು ಸಾಗಿಸುತ್ತಿದ್ದರೂ ರಾಜರ, ಜಮೀನುದಾರರ, ಪಂಡಿತರ, ಪಾಳೆಗಾರರ ಹಾಗೂ ಬಡ್ಡಿ ವ್ಯಾಪಾರಿಗಳ ಹಂಗಿನಲ್ಲಿ ಬದುಕುವಂತಹ ಪರಿಸ್ಥಿತಿ ನಿರ್ಮಾಣವಾಗಿತ್ತು. ಧರ್ಮಗಳು ನಿಜಾಚರಣೆಗಳನ್ನು ಮರೆತಿದ್ದರಿಂದ ಧರ್ಮದ ಹೆಸರಿನಲ್ಲಿ ಹಿಂಸೆ, ನರಬಲಿ, ಬಲಿ, ಸುಲಿಗೆ, ಮೋಸ, ಕಂದಾಚಾರಗಳು ಸಮಾಜದಲ್ಲಿ ತಲೆಯೆತ್ತಿದ್ದವು. ಯುದ್ಧ, ಶೀತಲಯುದ್ಧ, ಅಧಿಕಾರದಾಹ ಮತ್ತು ಅಪನಂಬಿಕೆಗಳಿಂದ ರಾಜ್ಯ ವ್ಯವಸ್ಥೆ ಹದಗೆಟ್ಟು, ಸಮಾಜ ಅಧೋಗತಿಗೆ ಇಳಿದಿತ್ತು. ಶ್ರಮದ ಬೆಲೆಯನ್ನು ಅರಿಯದ ಅಂದಿನ ಜನತೆ ಇನ್ನೊಬ್ಬರನ್ನು ಸುಲಿದು ಕಿತ್ತು ತಿನ್ನುವುದರಲ್ಲಿಯೇ ಆನಂದ ಪಡುತ್ತಿದ್ದರು. ಇಂತಹ ಪರಿಸ್ಥಿತಿಯಲ್ಲಿ ಶರಣರು ಸಮಾಜಕ್ಕೆ ಹೊಸ ಭರವಸೆಯ ಬೆಳಕಾಗಿ ಮೂಡಿ ಬಂದರು.

೧೨ನೇ ಶತಮಾನದ ಶಿವಶರಣರು ಸಮಾಜೋದ್ಧಾರ್ಮಿಕ ಆಂದೋಲನದಿಂದಾಗಿ ಜಡಗಟ್ಟಿದ ಸಮಾಜದಲ್ಲಿ ಜಾಗೃತಿ ಮೂಡಿಸಿದರು. ವಚನ ಧರ್ಮದ ಬೆಳವಣಿಗೆಯಲ್ಲಿ ಆದ್ಯ ವಚನಕಾರನಾದಂತಹ ಜೇಡರ ದಾಸಿಮ್ಯನ್ನಿಂದ ಹಿಡಿದು ತದನಂತರದ ವಚನಕಾರರೆಲ್ಲರೂ ಪ್ರಾಧಾನ್ಯತೆಯನ್ನು ನೀಡಿದ್ದು ಕಾಯಕಕ್ಕೆ ಮತ್ತು ಏಕದೇವೋಪಾಸನೆಗೆ. ಕಾರ್ಯ ಮಾಡಬೇಕು, ಜ್ಞಾನ ಪಡೆಯಬೇಕು, ವೈರಾಗ್ಯ ಗಳಿಸಬೇಕು, ಮುಕ್ತಿ ಪಡೆಯಬೇಕೆಂಬುದು ವಚನ ಧರ್ಮದಲ್ಲಿ ಮುಖ್ಯವಾದ ಧ್ಯೇಯವಾಯಿತು. ಸತ್ಯ, ಶುದ್ಧಕಾಯಕ ಸಮಾಜದಲ್ಲಿ ರೂಪಗೊಳ್ಳಬೇಕು, ದುಡಿಮೆಗೆ ತಕ್ಕ ಪ್ರತಿಫಲವಿರಬೇಕು. ಹಣಕಾಸಿನ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಪ್ರಾಮಾಣಿಕತೆ ಇರಬೇಕು, ಇನ್ನೊಬ್ಬರನ್ನು ಮೋಸ ಮಾಡಬಾರದು, ಅವಶ್ಯಕತೆಗಿಂತ ಹೆಚ್ಚಿನ ಸಂಪತ್ತಿನ ಸಂಗ್ರಹಣೆಯ ವಿಚಾರದಲ್ಲಿ ಕಟುವಾಗಿದ್ದರು. ವಚನಕಾರರು ಮಾನವ ಕುಲಕ್ಕೆ ಕೊಟ್ಟಿರುವ ಮಹತ್ವದ ಕೊಡುಗೆಯಾದ ಶರಣ ಧರ್ಮವು ತನ್ನ ಅಸ್ತಿತ್ವವನ್ನು ಗುರುತಿಸಿಕೊಂಡದ್ದು ಅದರ ವೈಚಾರಿಕ, ಪ್ರಗತಿಪರ ಹಾಗೂ ಅನುಸರಣೆಗೆ ಯೋಗ್ಯವಾದ ಮೌಲ್ಯಗಳ ಮೂಲಕ. ಇಂಥವುಗಳಲ್ಲಿ ಎರಡು ಮಹತ್ವದ ಮೌಲ್ಯಗಳೆಂದರೆ, ಕಾಯಕ ಮತ್ತು ದಾಸೋಹ. ಸಮಾಜದಲ್ಲಿ ಜೀವಿಸುವ ಪ್ರತಿಯೊಬ್ಬ

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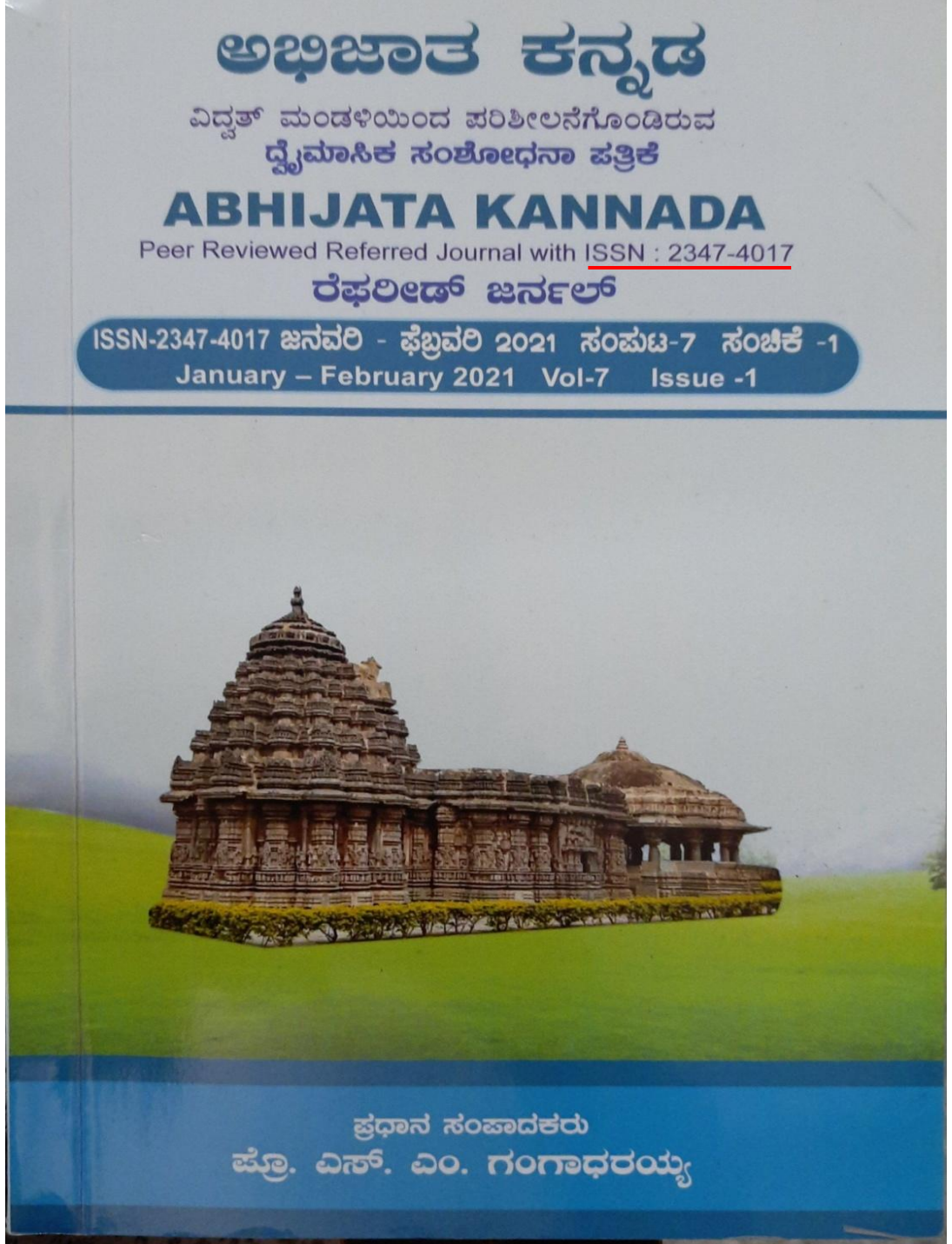
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೧. 'ಕರ್ನಾಟಕ ಕಲ್ಯಾಣಕಾರಕ'-ಕನ್ನಡದ ಮೊದಲ ವೈದ್ಯಶಾಸ್ತ್ರಕೃತಿ :
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೨. ಕರ್ನಾಟಕ ಏಕೀಕರಣ ಚಳುವಳಿಯ ಸಾರ್ಥಕ ಕ್ಷಣಗಳು

❖

ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

'ಕರ್ನಾಟಕ ಒಂದುರಾಜ್ಯ ಹಲವು ಜಗತ್ತು, ಸಂಸ್ಕೃತಿಗಳ ಸಂಗಮ'. ಎರಡು ಸಾವಿರದ ಐದನೂರು ವರ್ಷಗಳಿಗೂ ಹೆಚ್ಚು ಇತಿಹಾಸವಿರುವ ರಾಜ್ಯ ಕನ್ನಡ, ಕರ್ನಾಟಕ. ಜನರ ಬದುಕಿನ ಎಲ್ಲಾ ರಂಗಗಳಲ್ಲೂ ಅಭಿವ್ಯಕ್ತಿ ಮಾಧ್ಯಮವಾಗಿರುವ ನಮ್ಮ ಕನ್ನಡ ಭಾಷೆಯು ಈಗಿರುವ ಕರ್ನಾಟಕ ವ್ಯಾಪ್ತಿಗೂ ಮೀರಿ ಹರಡಿದ್ದ, ವಿಸ್ತರಿಸಿಕೊಂಡಿದ್ದ ಕಾಲವೊಂದಿತ್ತು. ನಮ್ಮ ಜನ ಕನ್ನಡವನ್ನು ಹೆಮ್ಮೆಯಿಂದ ಎದಗೆ ಅಪ್ಪಿಕೊಂಡಿದ್ದರು, ಒಪ್ಪಿಕೊಂಡಿದ್ದರು. ಈಗ ಅದರ ತೀವ್ರತೆ ತುಡಿತದ ತುಳಿತಗಳು ಇಳಿದು ಹೋಗಿವೆ. ನಮ್ಮ ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನವನ್ನು ಬಡಿದೆಬ್ಬಿಸುವ ಸಾಮೂಹಿಕ ಪ್ರಯತ್ನವನ್ನೆ 'ಕನ್ನಡ ಚಳುವಳಿ' 'ಏಕೀಕರಣ ಹೋರಾಟ' ಎಂದು ಕರೆಯಲಾಗಿದೆ. ಆ ಚಳುವಳಿಯ ಪೂರ್ವಾಪರಗಳನ್ನು ನೋಡಬಹುದಾಗಿದೆ. ಕರ್ನಾಟಕದ ಚರಿತ್ರೆಯಲ್ಲಿ ೧೮೯೦ ರಿಂದ ಕ್ರಿ.ಶ. ೧೯೫೬ರವರೆಗಿನ ಅವಧಿ ಅತ್ಯಂತ ಮಹತ್ವದ ಪೂರ್ಣವಾದುದು. ಕನ್ನಡಕಣ್ಣಣಿ ಕಟ್ಟಾಳುಗಳ ಅವಿರತ ಶ್ರಮದ ಫಲವಾಗಿ ಕ್ರಿ.ಶ. ೧೯೫೬ರಲ್ಲಿ ಕರ್ನಾಟಕ ಏಕೀಕರಣವಾಯಿತು. ಸಾಂಸ್ಕೃತಿಕ ಜಗತ್ತು ಅನಾವರಣಗೊಂಡಿತು. 'ಇತಿಹಾಸ ಅರಿಯದೆ ಇತಿಹಾಸ ಸೃಜಿಸಲಾರ' ಎಂಬ ಹಳೆಯ ಮಾತು ಅಕ್ಷರಶಃ ಸತ್ಯವಾದದ್ದು. ಕರ್ನಾಟಕ ಏಕೀಕರಣಕ್ಕೆ ಹೋರಾಟದ ಸ್ವರೂಪಕ್ಕೆ ಸುಮಾರು ೧೨೫ಕ್ಕೂ ಹೆಚ್ಚು ವರ್ಷಗಳ ಇತಿಹಾಸವಿರುವುದು.

ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ : ಕನ್ನಡ ಉಪನ್ಯಾಸಕರು, ಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ, ಬಾಗಲಕೋಟೆ-೫೮೭೧೦೧.

ವಿಜಯನಗರ ಸಾಮ್ರಾಜ್ಯ ಅವನತಿಯ ತರುವಾಯ ಕನ್ನಡ ಸಂಸ್ಕೃತಿಯ ದೋಷಗಳು ಪ್ರಧಾನವಾಗಿ ನಾಡಿಗೆ ಒಂದು ಬಗೆಯ ಸಾಂಸ್ಕೃತಿಕ ಅನಾರೋಗ್ಯವು ಉಂಟಾಯಿತು. ಮೊದಲು ಮೈಸೂರೊಂದರಲ್ಲಿ ದೃಷ್ಟಿ ಸಂಕುಚಿತವಾಯಿತು. ಆದರೂ ಕನ್ನಡಿಗರ ಶಕ್ತಿ ಕುಂಠಿತವಾಗಲಿಲ್ಲ. ಸಾಹಿತ್ಯ ಕಲೆಗಳು ರಾಜಾಶ್ರಯದಲ್ಲಿ ಬೆಳೆಯುತ್ತಾ ಬಂದವು. ಕೆಳದಿಯ ಅರಸರು ಕನ್ನಡಪ್ರಭೆ, ಪ್ರತಿಭೆ ಬೆಳೆಸಿ ಪ್ರೋತ್ಸಾಹಿಸಿದರು. ಕ್ರಿ.ಶ.೧೮೧೮ರಲ್ಲಿ ಪೇಶ್ವರವರ ಆಳ್ವಿಕೆಯ ಮುಗಿದಾಗ ಉತ್ತರಕರ್ನಾಟಕವನ್ನು ಪಟವರ್ಧನ ಮನೆತನದವರು, ಭಾವ ಮನೆತನದವರು, ಫೋರ್ಪಡೆ ಮನೆತನದವರು ಪರಸ್ಪರ ಹಂಚಿಕೊಂಡರು. ೧೨ಮೈಲು ಅಂತರದಲ್ಲಿದ್ದ ಲಕ್ಷ್ಮೇಶ್ವರ ಮಿರಜ ಸಂಸ್ಥಾನಕ್ಕೆ ಒಳಪಟ್ಟರೆ, ಶಿರಹಟ್ಟಿ ಸಾಂಗ್ಲಿ ಅಧಿಪತ್ಯಕ್ಕೆ ಒಳಪಟ್ಟಿತು. ಹಾಗೆಯೇ ಗುಡಗೇರಿ ಕುಂದಗೋಳ ಅಂತರ ಕೇವಲ ಲಮೈಲು. ಗುಡಗೇರಿ ಮಿರಜ ಸಂಸ್ಥಾನಕ್ಕೆ ಸೇರಿದರೆ, ಕುಂದಗೋಳ ಜಮಖಂಡಿ ಸಂಸ್ಥಾನಕ್ಕೆ ಒಳಪಟ್ಟಿತು. ಜಮಖಂಡಿ ಪಟವರ್ಧನ ಮನೆತನಕ್ಕೆ ಸೇರಿದರೆ, ಹತ್ತಿರದ ಮುಧೋಳ ಫೋರ್ಪಡೆ ಮನೆತನಕ್ಕೆ ಸೇರಿತು. ಹಾಗೆಯೇ ಹುಬ್ಬಳ್ಳಿಯ ಗಣೇಶ ಪೇಟೆಯ ಭಾಗ ಸಾಂಗ್ಲಿ ಸಂಸ್ಥಾನಕ್ಕೆ ಸೇರಿದ್ದು ಇತಿಹಾಸ. ವಿಜಯ ನಗರ ಪತನದ ತರುವಾಯ ಕನ್ನಡಿಗರು ತಮ್ಮ ರಾಜವೈಭವ ಕಳೆದುಕೊಂಡರು. ೧೮೧೮ರವರೆಗೆ ಮರಾಠಿಗರು ರಾಜ್ಯದ ವಿವಿಧ ಭಾಗದಲ್ಲಿ ರಾಜ್ಯವಾಳಿದರು. ಈ ಸಮಯದಲ್ಲಿ ಉತ್ತರಕರ್ನಾಟಕದ ಜನ ತಮ್ಮ ವಿದ್ಯೆಗಾಗಿ ಪುಣೆಗೋ ಮುಂಬೈಗೋ ಹೋಗುವಂತಹ ಸ್ಥಿತಿಯಿತ್ತು. ದಕ್ಷಿಣಕರ್ನಾಟಕದಲ್ಲಿ ಮೈಸೂರು ಸಂಸ್ಥಾನದಲ್ಲಿ ಒಂದಿಷ್ಟು ವಿಭಿನ್ನವಾದ ಪರಿಸ್ಥಿತಿ ಇತ್ತು. ಸಾಮಾಜಿಕ, ಶೈಕ್ಷಣಿಕ, ಕಲಾತ್ಮಕ, ಸಾಹಿತ್ಯಕ ಕ್ಷೇತ್ರ ಚಿಗುರೂಡುತ್ತಿತ್ತು.

ಕ್ರಿ.ಶ.೧೮೯೦ರಲ್ಲಿ ವಾಲ್ಟರ್ ಎಲಿಯಟ್, ಡೆಪ್ಯೂಟಿ ಚೆನ್ನಬಸಪ್ಪ ಶ್ಯಾಮರಾವ್ ವಿಠಲ್ ಕಾಯ್ಕಣಿ, ಆರ್.ಎಚ್. ದೇಶಪಾಂಡೆ ಮುಂತಾದ ಮಹನೀಯರು ಹಾಕಿದ ಪ್ರಯತ್ನದ ಫಲದಿಂದ ಧಾರವಾಡದಲ್ಲಿ ಕರ್ನಾಟಕತ್ವದ ಏಕೀಕರಣಕ್ಕೆ ನಾಂದಿ ಹಾಡಿತು. ಅದೇ ವರ್ಷ ಜುಲೈ ೨೦ರಂದು ಧಾರವಾಡದಲ್ಲಿ 'ಕರ್ನಾಟಕ ವಿದ್ಯಾವರ್ಧಕ ಸಂಘ' ಸ್ಥಾಪಿತವಾಯಿತು. ಈ ಸಂಘ ೧೯೦೩ರಲ್ಲಿ ಮೊದಲು ಬಾರಿಗೆ ಭಾಷಣ ಮಾಡಿದ 'ಕನ್ನಡ ಕಟ್ಟಾಳು' ಬೆನಗಲ್ ರಾಮರಾಯರು ಕನ್ನಡ ಪ್ರದೇಶಗಳೆಲ್ಲ ಒಂದಾಗಬೇಕೆಂದು ಕರೆ ನೀಡಿದರು. ೧೯೦೬ರಲ್ಲಿ ಈ ಸಂಘದ ಆಶ್ರಯದಲ್ಲಿ ಅಂದಿನ ಬೆಂಗಳೂರಿನ ನ್ಯಾಯಮೂರ್ತಿ ನಿಟ್ಟೂರು ಶ್ರೀನಿವಾಸರಾಯರು ಅದೇ ಅಭಿಪ್ರಾಯ ವ್ಯಕ್ತಪಡಿಸಿದರು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಕರ್ನಾಟಕ ಏಕೀಕರಣಕ್ಕೆ ಅದರ ಸ್ವರೂಪಕ್ಕೆ ಆಲೂರು ವೆಂಕಟರಾಯರು ವೇದಿಕೆ ಒದಗಿಸಿಕೊಟ್ಟ ಕನ್ನಡ ಕುಲಪುರೋಹಿತರಾದರು. ಪುಣೆಯಲ್ಲಿ ಶಿಕ್ಷಣ ಪೂರೈಸಿ

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GREEN TECHNOLOGY AND GREEN MARKETING

-Prof. Nandini N. Doddamani
Basaveshwar Commerce College, Bagalkot

-Prof. Sheetal V. Barshi
Basaveshwar Commerce College, Bagalkot

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21.

A Study on Work Stress and its Management in Education Sector: A Theoretical Perspective

Prof. Smt. S.S. Charantimath*

Prof. S.M. Khot**

Introduction

Stress is a general term applied to various psychologic (mental) and physiologic (bodily) pressures experienced or felt by people throughout their lives. Stress is defined as “a state of psychological and physiological imbalance resulting from the disparity between situational demand and the individual’s ability and motivation to meet those needs.” Dr. Hans Selye, one of the leading authorities on the concept of stress, described stress as “the rate of all wear and tear caused by life.” Stress can be positive or negative: Stress is good when the situation offers an opportunity to a person to gain something. It acts as a motivator for peak performance. Stress is negative when a person faces social, physical, organizational and emotional problems. Factors that are responsible for causing stress are called stressors.

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Educational Administration, Management and Leadership

By : Dr. Savita Mishra

Mr. Uday Modak

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A Study on Work Stress and its Management in Education Sector: A Theoretical Perspective

Prof. Smt. S.S. Charantimath*

Prof. S.M. Khot**

Introduction

Stress is a general term applied to various psychologic (mental) and physiologic (bodily) pressures experienced or felt by people throughout their lives. Stress is defined as “a state of psychological and physiological imbalance resulting from the disparity between situational demand and the individual’s ability and motivation to meet those needs.” Dr. Hans Selye, one of the leading authorities on the concept of stress, described stress as “the rate of all wear and tear caused by life.” Stress can be positive or negative: Stress is good when the situation offers an opportunity to a person to gain something. It acts as a motivator for peak performance. Stress is negative when a person faces social, physical, organizational and emotional problems. Factors that are responsible for causing stress are called stressors.

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By : Dr. Savita Mishra

Dr. Sudip Bhui

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Usharani Mahato
Dr. Sudip Bhui

11.

A Study on the Benefits of Indigenous Art

Prof. Smt. S. S. Charantimath*

Prof. S. M. Khot**

Prof. Smt. Y. H. Bilagi***

Introduction

Indian art consists of a variety of art forms, including painting, sculpture, pottery, and textile arts such as woven silk. Geographically, it spans the entire Indian subcontinent, including what is now India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and eastern Afghanistan. A strong sense of design is characteristic of Indian art and can be observed in its modern and traditional forms. The origin of Indian art can be traced to prehistoric settlements in the 3rd millennium BC. On its way to modern times, Indian art has had cultural influences, as well as religious influences such as Hinduism, Buddhism, Jainism, Sikhism and Islam. In spite of this complex mixture of religious traditions, generally, the prevailing artistic style at any time and place has been shared by

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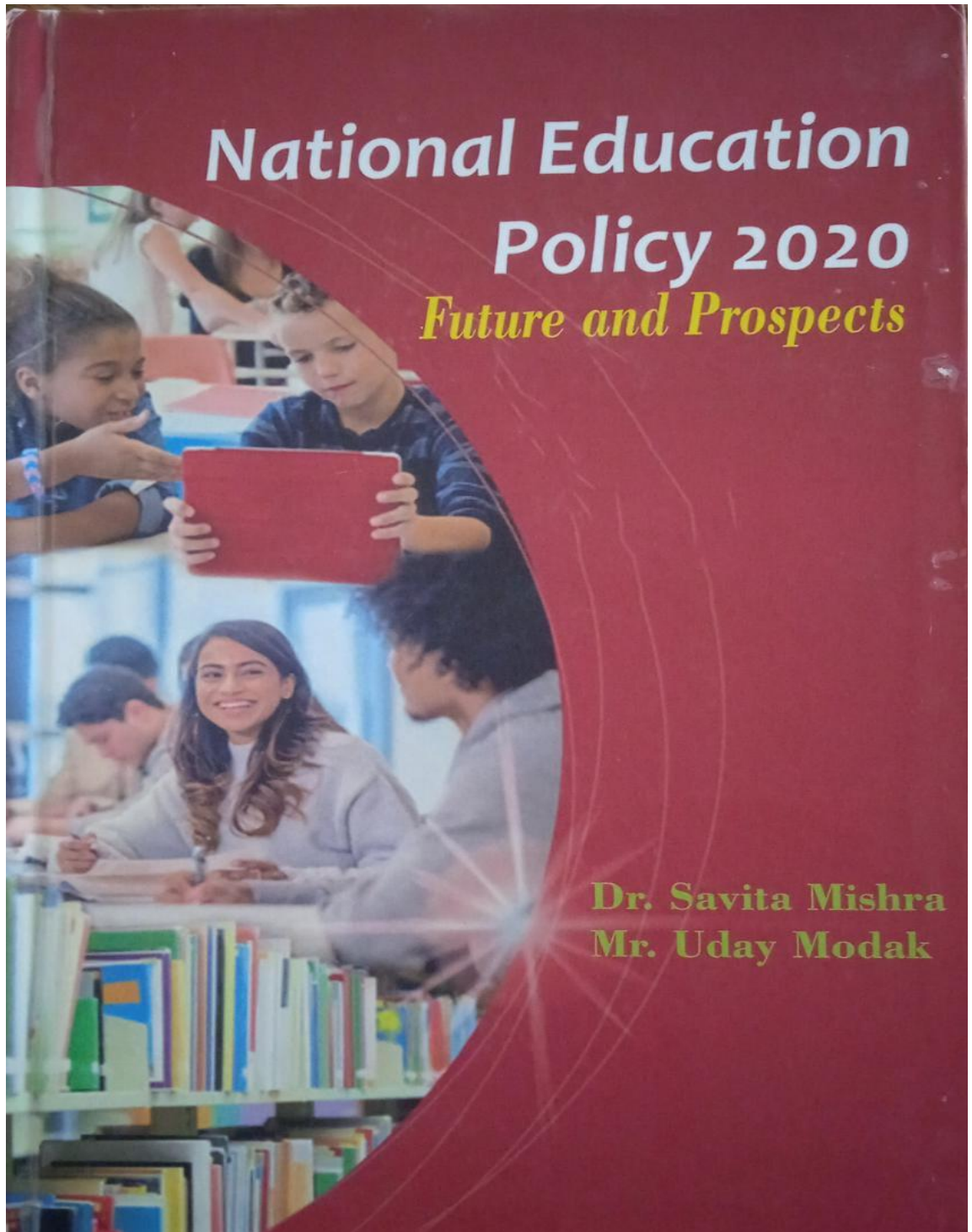
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4.

Key Highlights of New Education Policy 2020 with Special Reference to Technology

Prof. S. M. Khot*

Introduction

NEP 2020 advocates increased use of technology with equity and National Educational Technology Forum to be created. NEP 2020 emphasizes setting up of Gender Inclusion Fund, Special Education Zones for disadvantaged regions and groups. New Policy promotes Multilingualism in both schools and HEs. National Institute for Pali, Persian and Prakrit , Indian Institute of Translation and Interpretation to be set up. Ministry of Human Resource Development would henceforth be referred to as the Ministry of Education.

The Committee for Draft National Education Policy, chaired by Dr. K. Kasturirangan, submitted its report on May 31, 2019. The Committee was constituted by the Ministry of Human Resource Development in June 2017.

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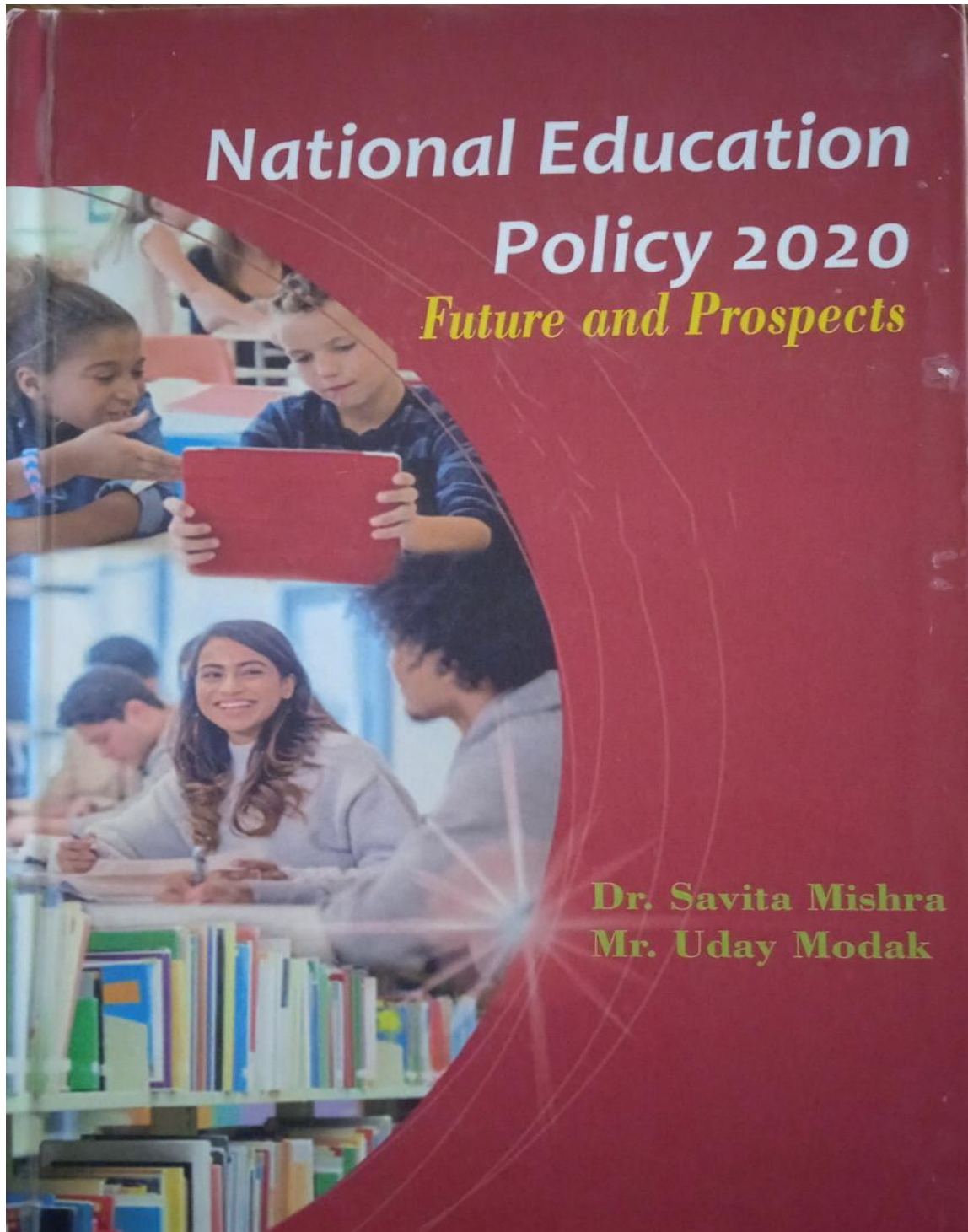
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9.

National Education Policy (NEP) 2020

Nandini N Doddamani*

Introduction

National Education Policy (NEP) 2020 was announced by the Ministry of Human Resource Development (soon to be called the Ministry of Education). The policy is aimed at transforming the Indian education system to meet the needs of the 21st Century.

The new policy seeks rectification of poor literacy and numeracy outcomes associated with primary schools, reduction in dropout levels in middle and secondary schools and adoption of the multi-disciplinary approach in the higher education system.

Apart from this, the policy also focuses on early childhood care, restructuring curriculum and pedagogy; reforming assessments and exams, and investing in teacher training and broad-basing their appraisal.

Though the NEP 2020 seeks to bring a holistic change in the

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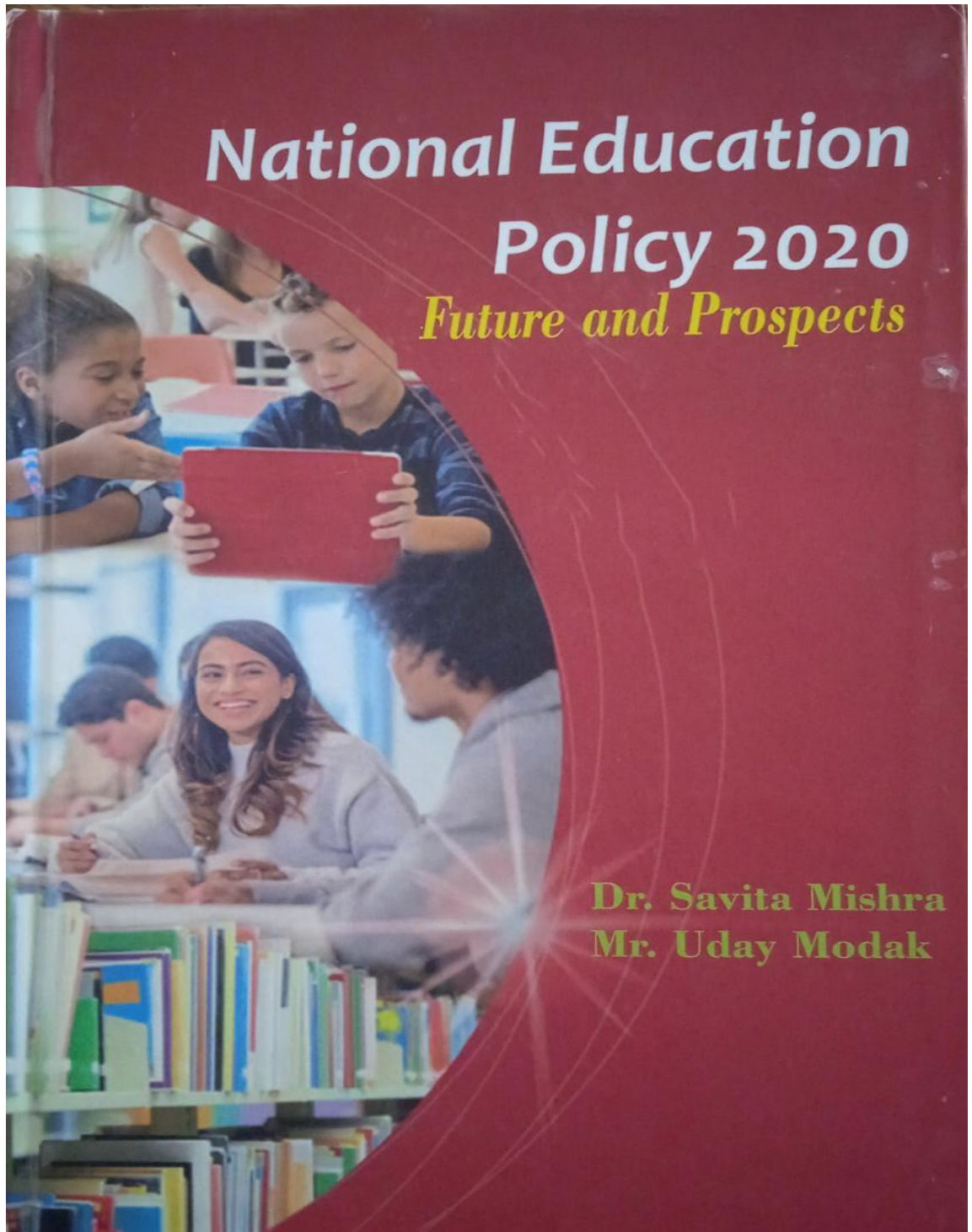
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24.

National Education Policy 2020 : Making Indian Youth Skilled to Achieve Atmanirbhar Bharat

***Prof. Smt. I. K. Mathad**

Introduction

Taking cognizance of the people who have returned from urban employment hotspots to their native towns and villages, the Government has launched the PM Garib Kalyan Rojgar Abhiyan with a total outlay of Rs. 50000 crores in June 2020 to ensure continuity of their livelihood. The program not only has several policy measures for strengthening economic activity and employment but also has a component for skilling, reskilling and upskilling.

This is the first time that a skill mapping exercise to identify supply and then matching it with demand is being undertaken in independent India. The skill mapping exercise which is being undertaken in collaboration with the State and district administration is providing us an estimate of skills supply present in rural India.

Leading skill ecosystems across the world including South Korea,

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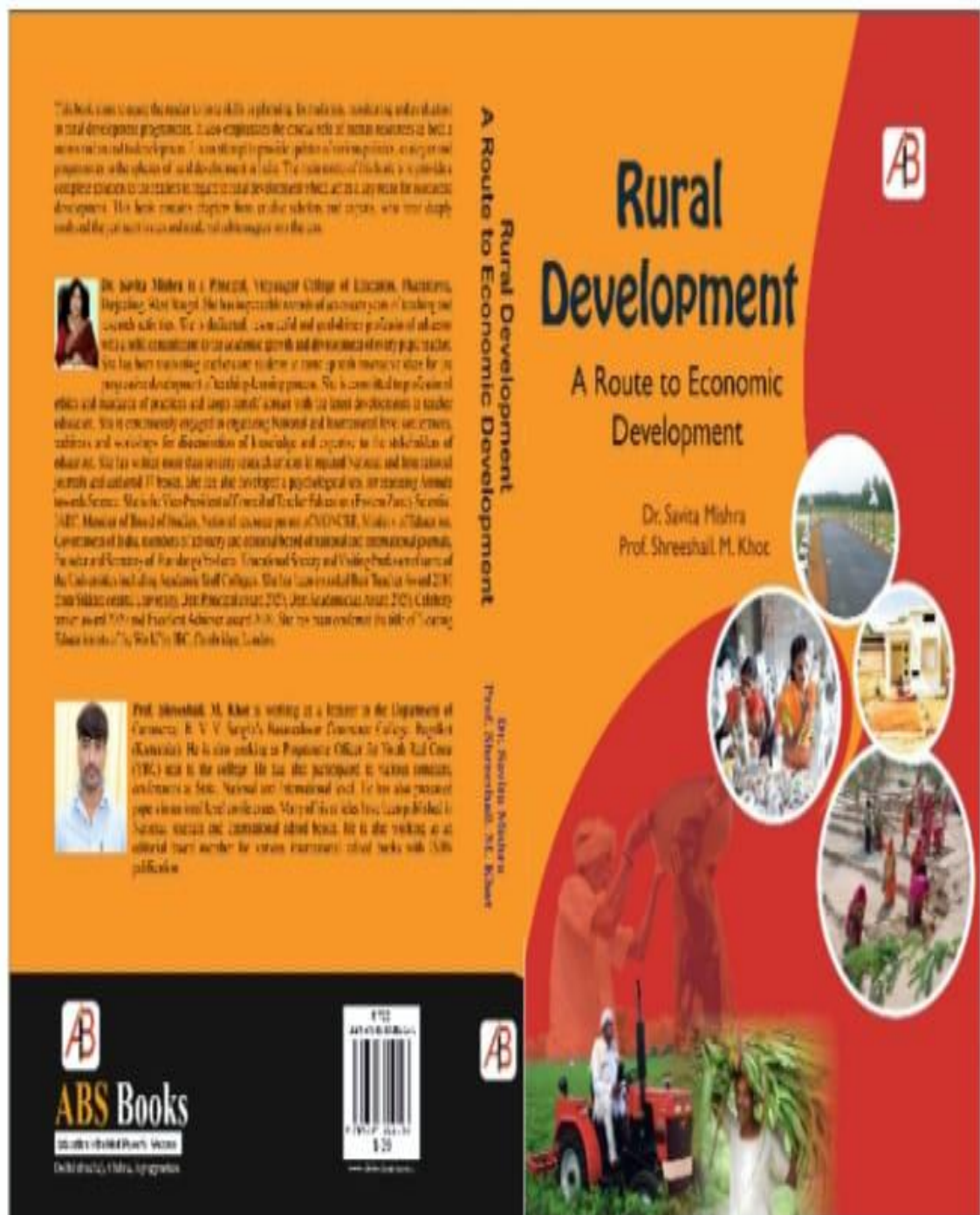
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Rural Development A Route to Economic Development

By : Dr. Savita Mishra

Mr. Shreeshail. M. Khot

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The Role of NGO in Rural Development of India : A Study on Shri Kshetra Dharmasthala Rural Development Project (Skdrdp) At Bagalkot District

Prof. Vinod V. Nandargi*

History of NGOs

In India, the scope of development is not narrow but very wide, as it includes not just the economic development but the growth on social front, quality of life, empowerment, women and child development, education and awareness of its citizens. The task of development is so huge and complicated that just implementing government plans is not sufficient to fix the problem. To achieve this, a holistic vision and collaborative efforts involving various departments, agencies and even NGOs is required. Owing to such a great need, the number of NGOs in India is increasing rapidly and, at present, there are about 25,000 to 30,000 active NGOs in India. Superficially, rural development seems to be a simple task but, in reality, it is not. Post Independence era has seen many

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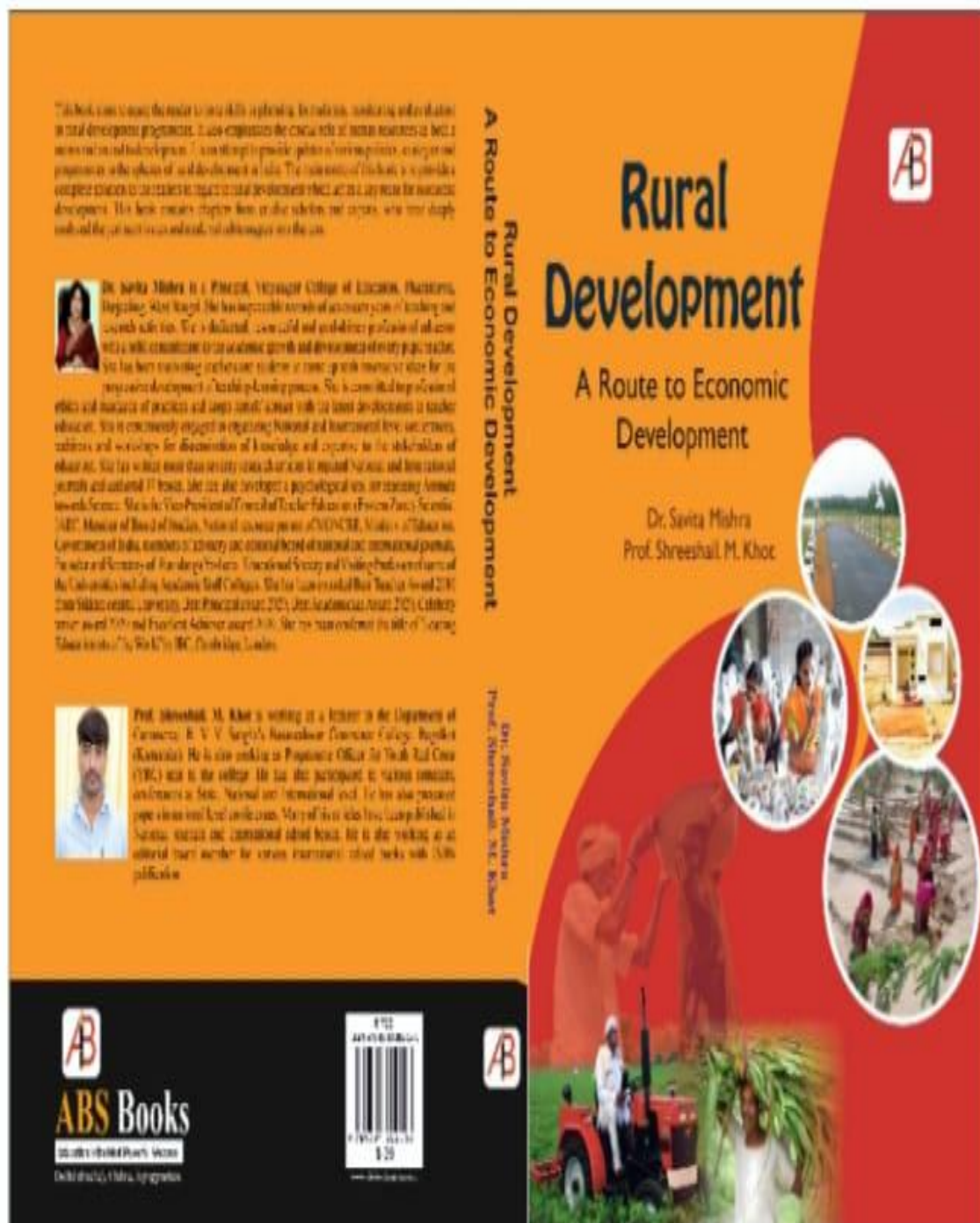
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Poverty Alleviation Programmes : A Strategy For Rural Development

Mr. Shreeshail. M. Khot*

Introduction

Poverty is a condition wherein an individual lacks the financial resources & essential conditions for meeting the minimum standard of living. It refers to the condition wherein the economic condition of a person is so low that even the most basic needs are not met.

However, the perception regarding what constitutes poverty may vary over time and across countries. The conventional approach to measuring poverty is to specify a minimum expenditure (or income) required to purchase a basket of goods and services necessary to satisfy basic human needs. This expenditure is called the poverty line. The basket of goods and services necessary to satisfy basic human needs is the Poverty Line Basket (PLB). Poverty can be measured in terms of the number of people living below this line (with the incidence of poverty expressed as the head count ratio (HCR) or the poverty ratio - number of poor to the total population expressed as percentage).

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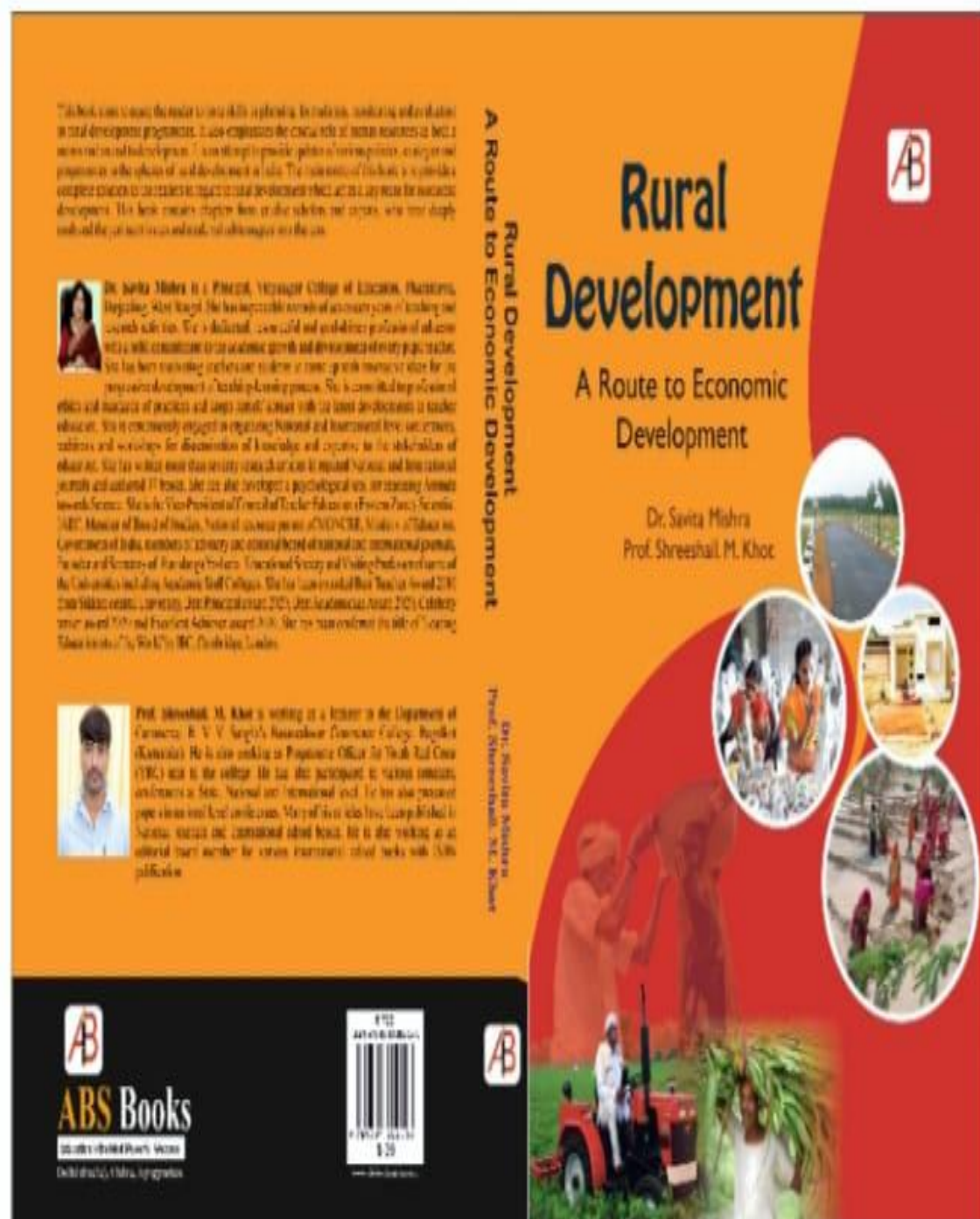
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The Role of Rural Marketing in Rural Development

Prof. G. M. Navadgi*

Introduction

Rural market covers all marketing activities ascertain the demand, product planning, distribution and facilitating the entire marketing process, with aim of satisfaction of rural consumer. Rural market includes all business activities which involved in flow of goods and services from producers to rural consumers.

Concept of Rural Marketing

The rural market in Indian economy generates almost more than half of the country's income. Rural marketing in Indian economy can be classified under two broad categories.

These are:

The market for consumer goods that comprise of both durable and non-durable goods

The market for agricultural inputs that include fertilizers, pesticides, seeds, and so on

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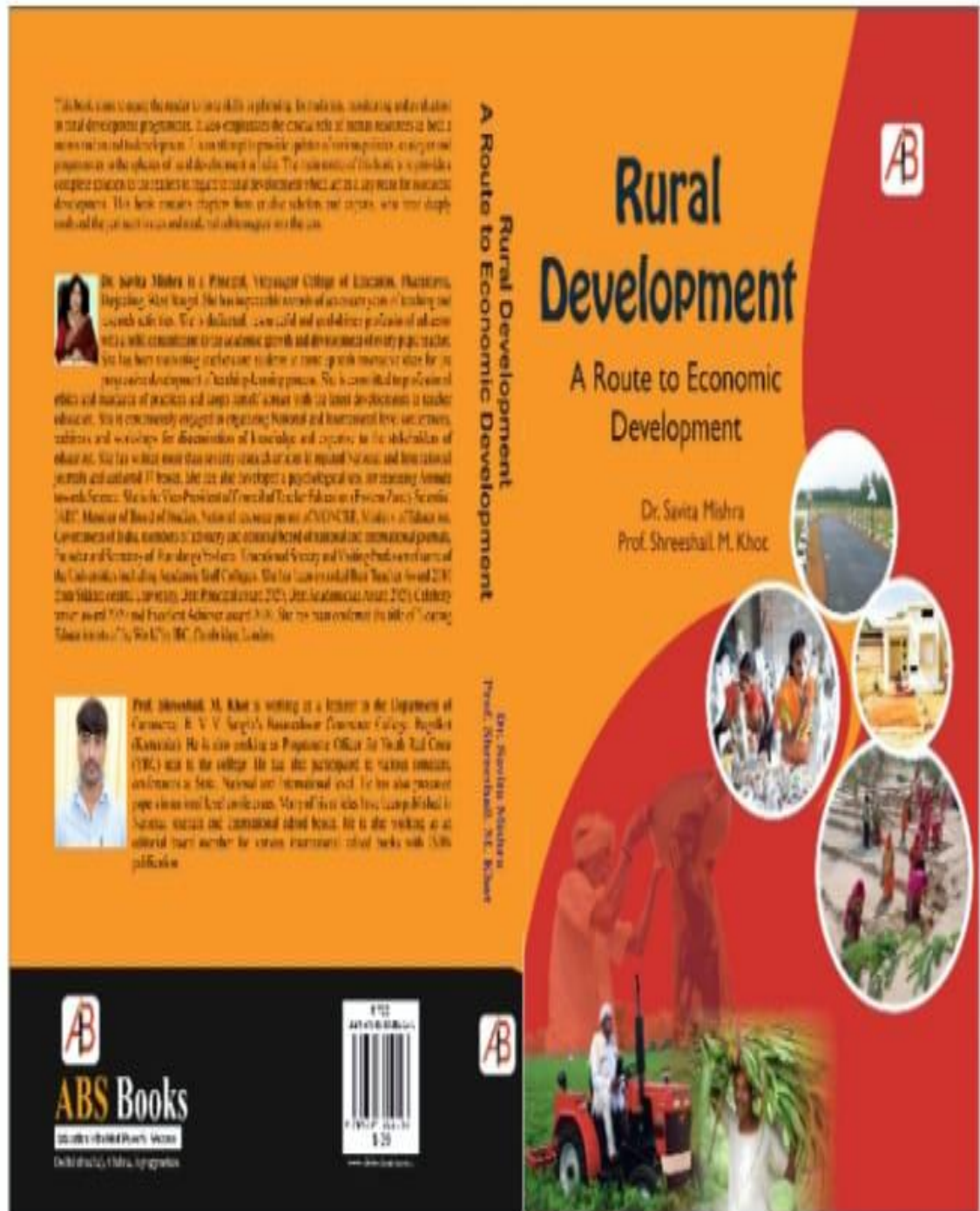
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Rural Women in India : The In-visible Lifeline of Rural Community

Smt. Y. H. Bialgi

Introduction

India is a country which attained independence in 1947, but the rural-urban divide and the rich-poor divide are still plaguing India. 68.84 per cent of the Indian population lives in villages. There are 6, 40,867 villages in India. According to 2011 census, the populations of rural women who are literate are 58.8 per cent. (Census, 2011) According to the “2007 Revision of World Urbanisation Prospects” by the United Nations, India would continue to have the largest rural population in the world until 2050. (Hindustan Times, 28.2.2008) There are several issues which are creating difficulties in the lives of Indians, like rising crimes against women, increasing poverty, corruption, nepotism, lack of transparency in the official functioning, 2 bureaucratic hassles, criminalization of politics, criminal-politician-bureaucratic entente etc. However, the common Indian citizen is striving to get two ends meet.

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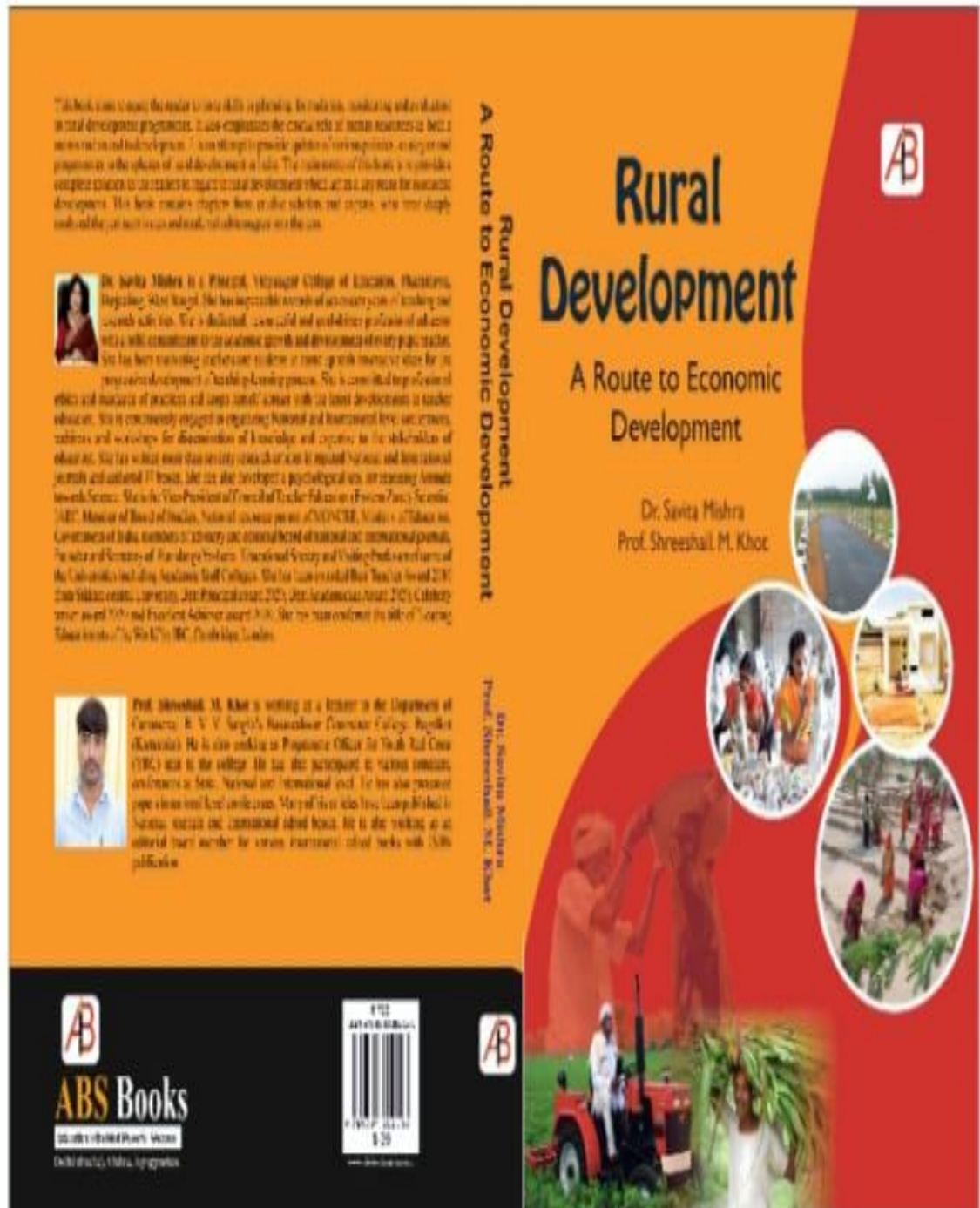
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Introduction

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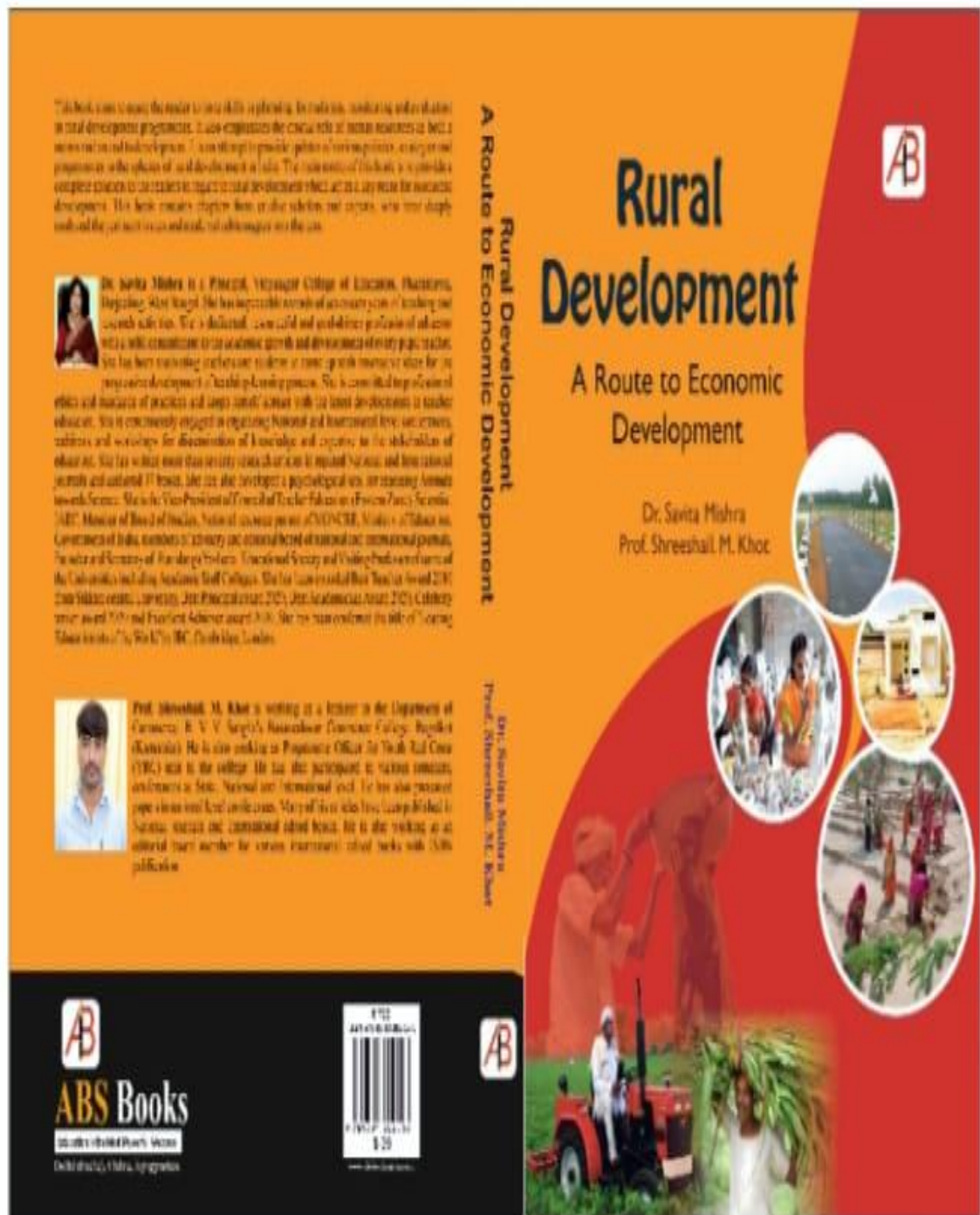
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Dr. Savita Mishra is a Principal, Vidyapeeth College of Education, Pharisara, Durgam, West Bengal. She has impressive records of research work in marketing and rural management. She has written more than seventy research articles in reputed National and International journals and authored 40 books. She has also developed a psychological tool for assessing attitude towards science. She is the Vice-Chairman of Council of Teacher Education (Eastern Zone), Kolkata, India; Member of Board of Studies, National Institute of Open Schooling, Ministry of Education, Government of India; members of advisory and editorial board of national and International journals. Member and Secretary of Bangalore Sahitya Akademi; Secretary and Visiting Professor of several Universities including Academic Staff College. She has awarded Best Teacher Award, 2010 from Siddha Central University, Bangalore (2010), Best Teacher Award (2012), Distinguished writer award (2012), Excellent Teacher award (2020), Women Researcher Award (2011) and Outstanding National Award (2021). She has also conferred the title of Teaching Educationist of the World by IBC, Chandigarh, India.



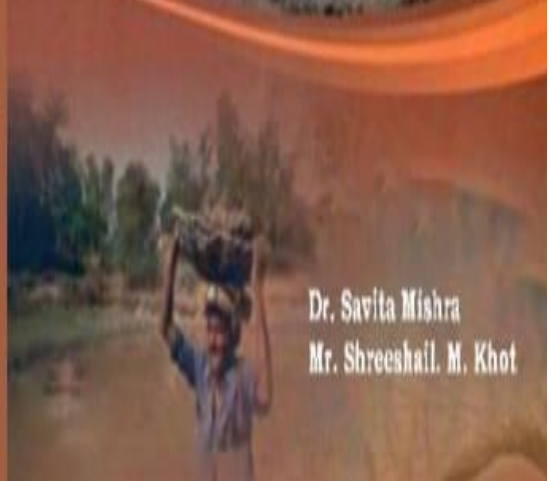
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Agricultural Marketing and Rural Management

By : Dr. Savita Mishra

Mr. Shreeshail. M. Khot

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11.

Impact of COVID on Agribusiness

Vaishali R. Bendre*

Meaning of Agribusiness

Agribusiness means various businesses that produce, sell and distribute farm products mainly in large scale. Agribusiness not only deals with cultivating crops but it also covers further processing and distributing and manufacturing advanced products by making use of many agricultural based products as raw material.

Scope of the Study

This article covers the impact of COVID on Agribusiness & various sectors which are connected with agriculture. It also tries to throw effect on the poultry, dairy & beverages as well which are basically agriculture related sectors. Study of grant thornton report for the analysis purpose.

Objectives of the Study

- ❖ To study the impact of COVID on Agribusiness
- ❖ To understand the impact changes in external environment on

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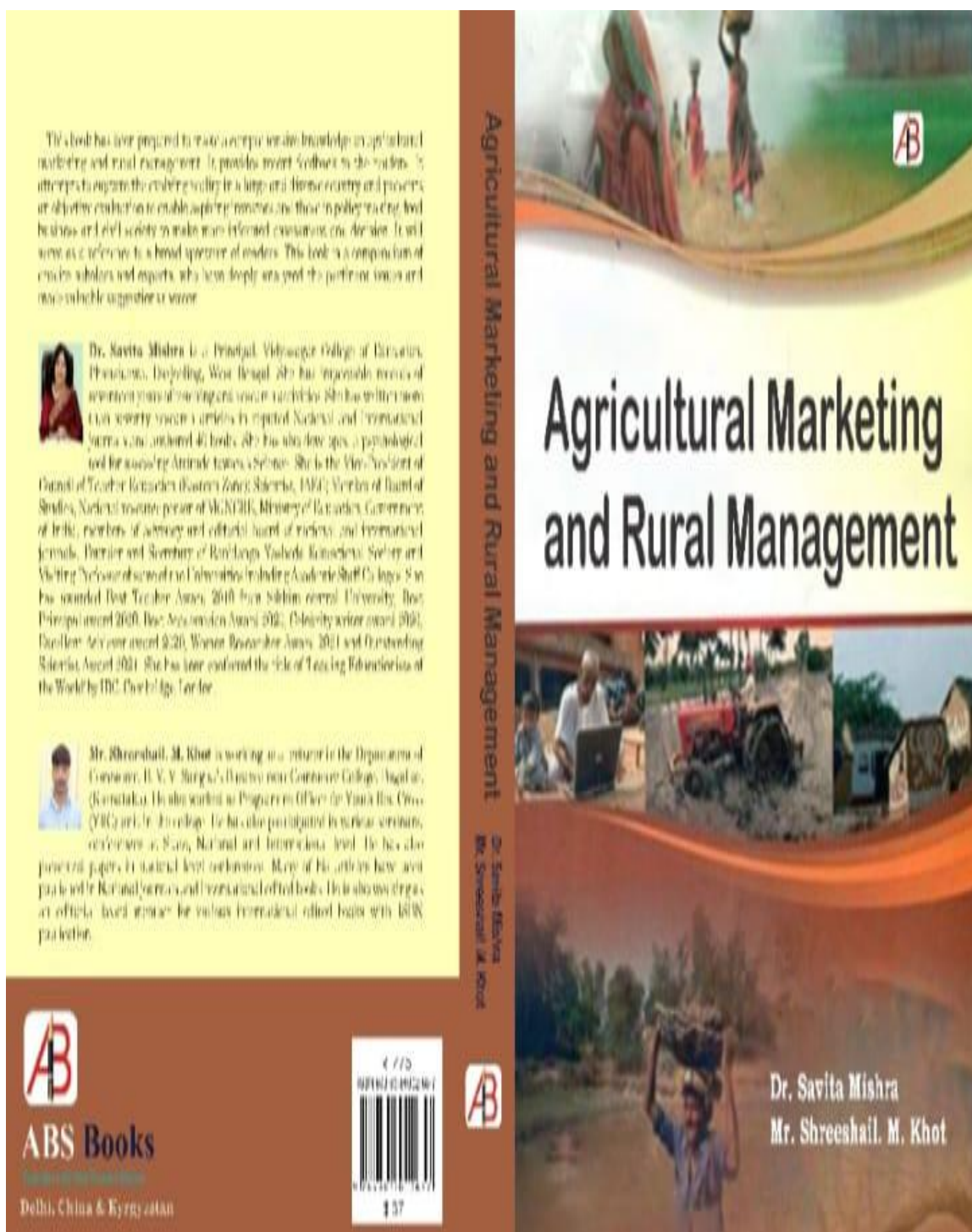
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12.

Water Resources Management

Prof. Sheetal V Barshi

Introduction

Water resource management is the control of water usage and also the quality of water. Many cities have departments that will test the quality of water at treatment plants.” Water is a unique substance. It is one of the few materials on the Earth that exists naturally as a solid, liquid or gaswater management is the activity of planning, developing, distributing and managing the optimum use of water resources. Water is a basic necessity. No living creature can live without water. There’s a scarcity of water. Climate change will worsen the situation by a altering hydrological cycles, making water more unpredictable and increasing the frequency and intensity of floods and droughts. The roughly 1 billion people living in monsoonal basins and the 500 million people living in deltas are especially vulnerable. Flood damages are estimated in \$120 billion per year (only from property damage), and droughts pose, among others, constraints to the rural poor, highly dependent on rainfall variability for subsistence.

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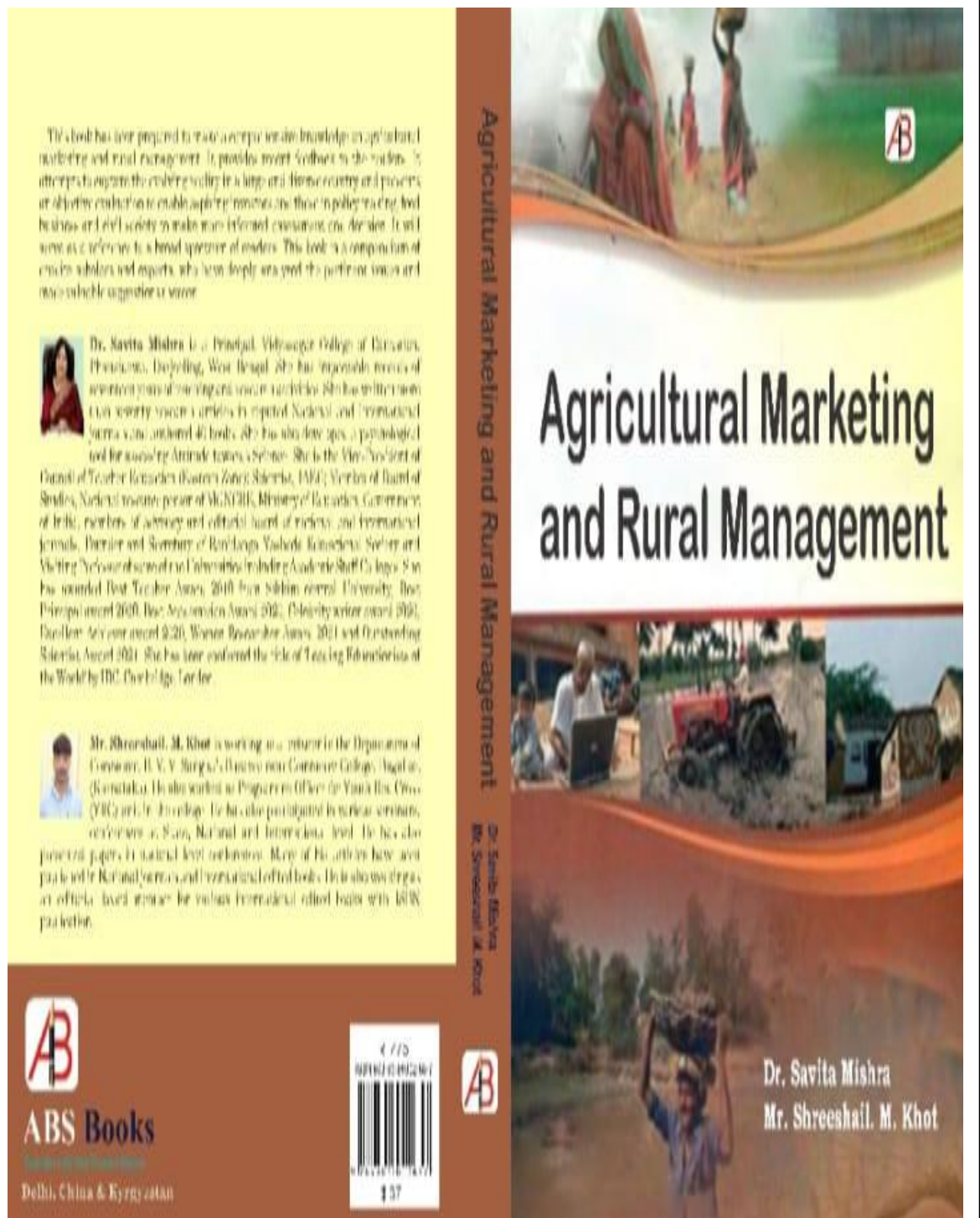
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14.

Water Management Problems and Challenges

Prof. K J Malaji*

Introduction

The situation has developed steadily and dramatically with the per capita freshwater availability declining from 6008 M3 per year in 1947 to approximately 2200 M3 per annum after 50 years. Water scarcity is becoming a major constraint in producing food for growing population, ecosystem protection, and maintaining health and social security. Increasing competition and conflicts pose social and ecological risks.

In this paper, I have analyzed the water problems, emerging issues and management challenges in India. I argue that the demand for water will grow by leaps and bounds during the next few decades due to population growth, especially in urban areas, concentration of urban population in a few urban cities, rising income levels, and rapid industrial growth. While water resources would continue to deplete due to groundwater degradation, surface water pollution, and depletion of existing surface reservoirs, water scarcity problems would grow in terms of both intensity and extent. Along with scarcity, the conflicts are likely to grow not only between sectors, but also

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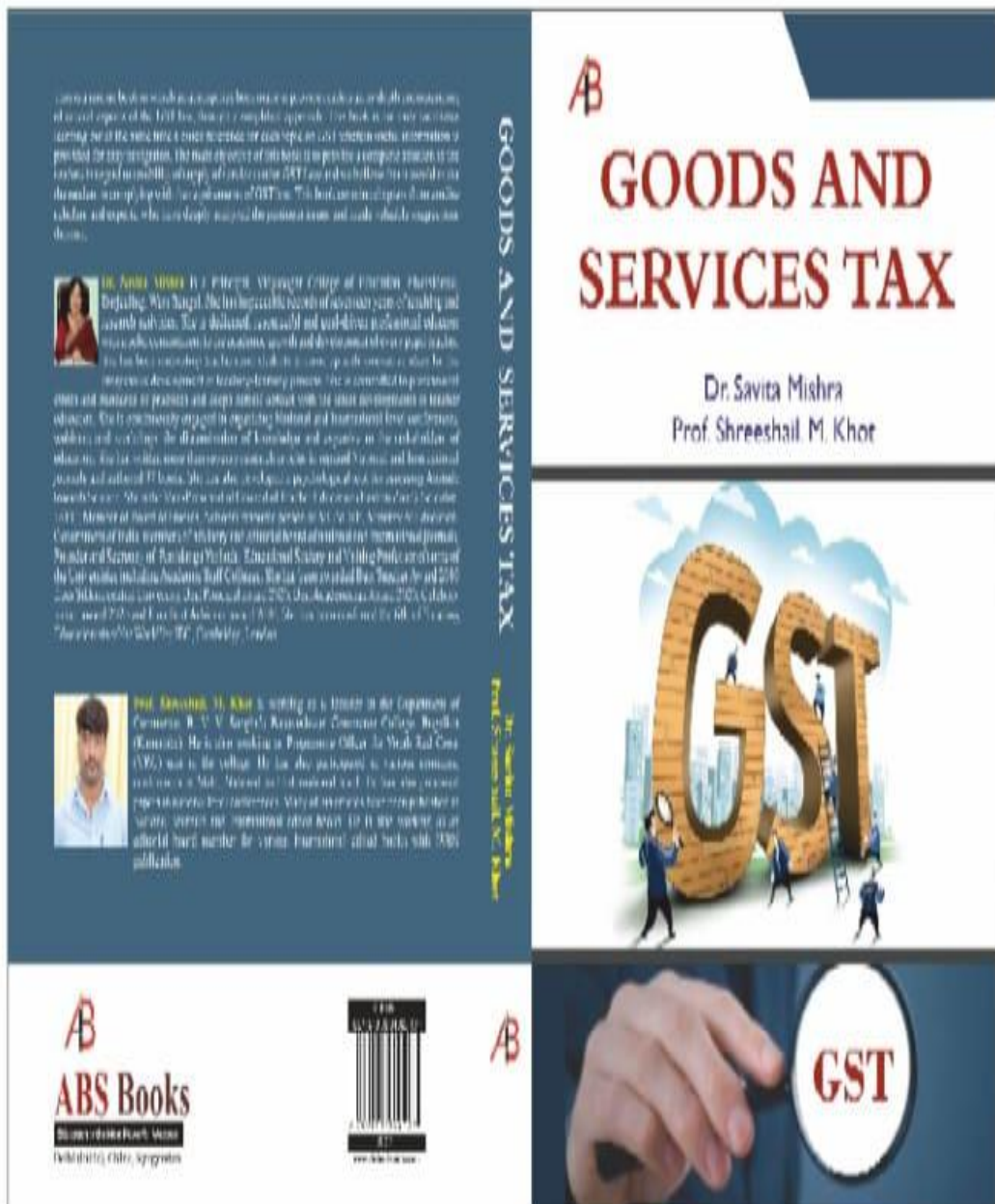
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1.

The Impact of GST on India's Foreign Trade

Smt. Y. H. Bialgi*

Introduction

GST is one indirect tax for the whole nation, which will make India one unified common market. GST is a single tax on the supply of goods and services. GST is a destination based tax which is levied only on value addition at each stage because credits of input taxes paid at procurement of inputs will be available. Thus, the final consumer will bear only the GST charged by the last dealer in the supply chain, with set-off benefits at all previous stages (Haldia, 2019). Foreign trade is exchange of capital, goods, and services across international borders or territories. In most countries, it represents a significant share of gross domestic product (GDP). While international trade has been present throughout much of history, its economic, social, and political importance has been on the rise in recent centuries Foreign or International trade means trade between the two or more countries. International trade involves different currencies of different countries and is regulated

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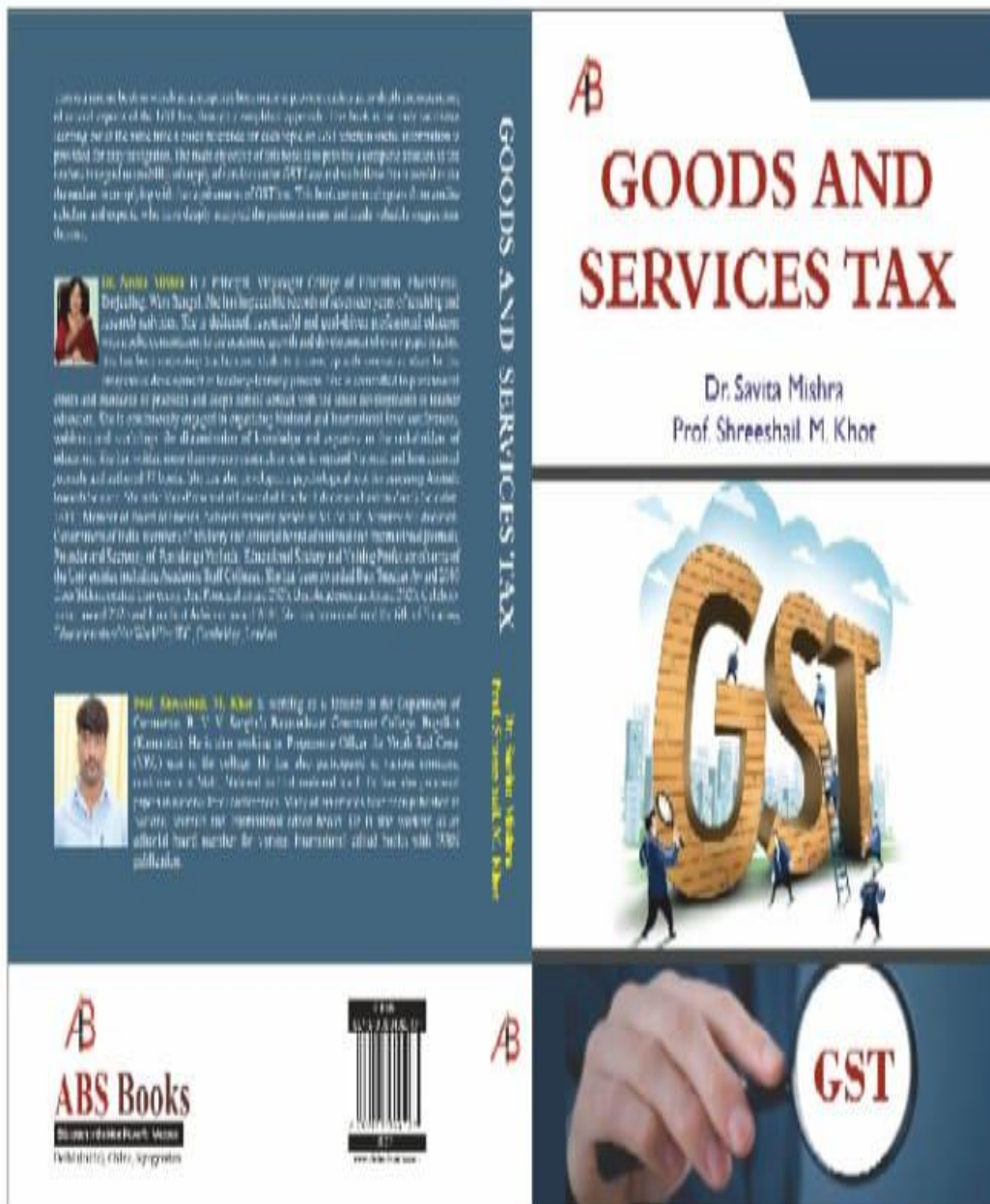
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7.

GST Implementation & Challenges : An Overview

Prof. Vidya I. Vastrad*

Prof. Sheetal V. Barshi**

Introduction

Taxation plays a very significant role in economic development of country. The Goods and Services Tax (GST) is a vast concept that simplifies the giant tax structure by supporting and enhancing the economic growth of a country. GST is a comprehensive tax levy on manufacturing, sale and consumption of goods and services at a national level. The “Goods and Service Tax” was introduced on July 1st, 2017 as a single taxation system. It was the biggest tax reform in Indian history. The idea was to replace all the Indirect taxes like Central excise, VAT/Sales tax, Service tax, etc. and to convert India into a single market by the implementation of the single taxation system. The objective of GST was to bring more transparency and to make it simpler for taxpayers.

The GST came into force by the one hundred and first amendment of the constitution of the India by the Indian government, but before implementation the goods and service tax (GST) faced many challenges and the difficulties. The goods and service tax (GST) is effective and harmonized tax system. GST is imposed at the every

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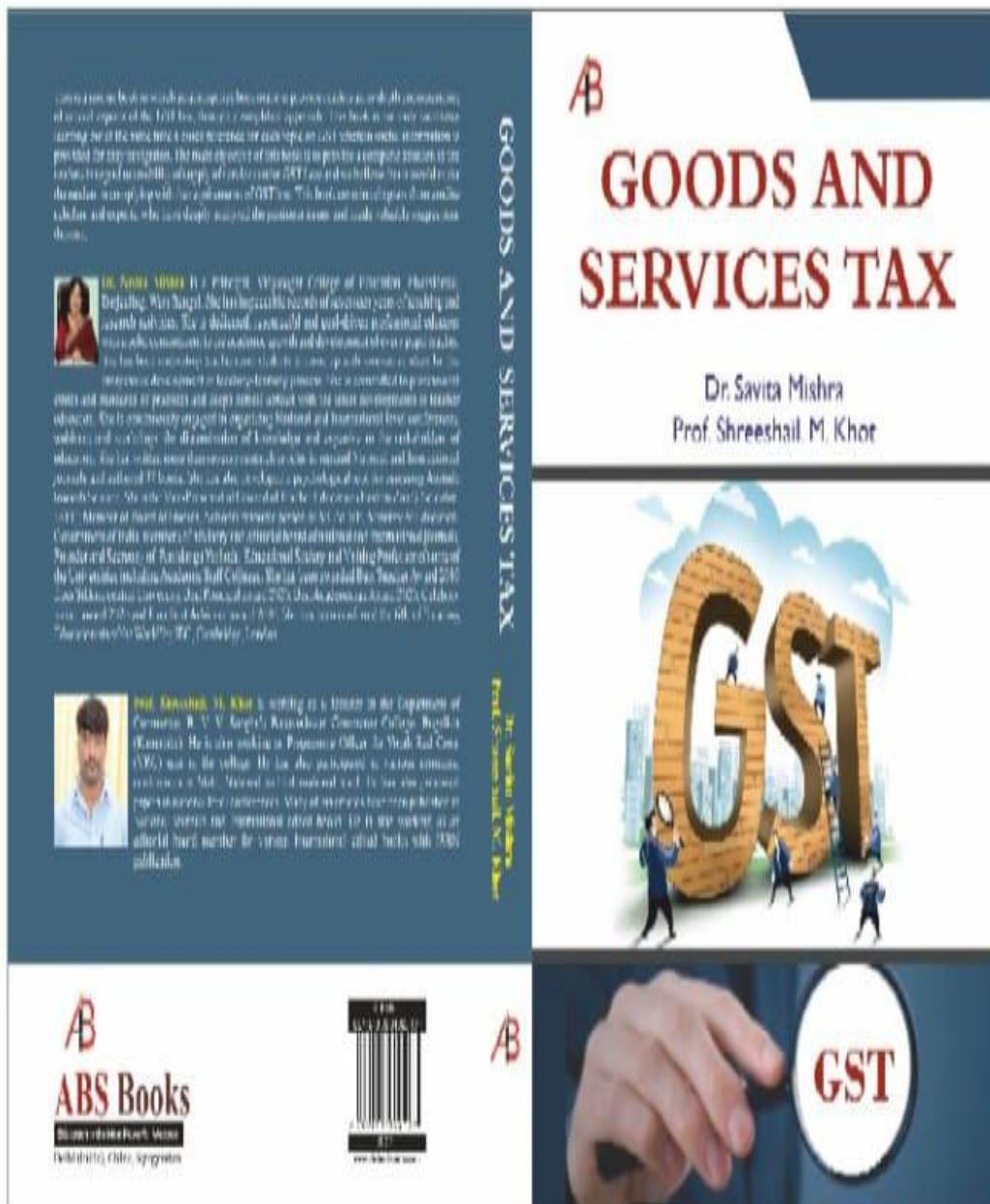
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Goods and Services Tax

By : Dr. Savita Mishra

Prof. Shreeshail. M. Khot

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8.

GST: Evolution in India

Prof. Vaishali R Bendre*

Objectives of the Study

- ❖ To study the problems in the earlier tax system.
- ❖ To study the need for introduction of new tax system.
- ❖ To study the history & evolution of GST
- ❖ To study the benefits of introduction of GST in India.

Need for the Study

- ❖ To Understand the problems in earlier tax system.
- ❖ To acquaint the knowledge regarding GST.
- ❖ To understand the usefulness of introduction of GST in our country.
- ❖ To study the evolution of GST.

History of GST in India

The history of the Goods and Services Tax (GST) in India dates back to the year 2000 and culminate in 2017 with four bills relating to it becoming an Act. The GST Act aims to streamline taxes for goods and services across India.

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9.

CGST and SGST

Prof. C. A. Hiremath*

Introduction

The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017. In other words, Goods and Service Tax (GST) is levied on the supply of goods and services. In 2000: In India, the idea of adopting GST was first suggested by the Atal Bihari Vajpayee Government in 2000. The state finance ministers formed an Empowered Committee (EC) to create a structure for GST, based on their experience in designing State VAT. In The genesis of the introduction of GST in the country was laid down in the historic Budget Speech of 28th February 2006, wherein the then Finance Minister laid down 1st April, 2010 as the date for the introduction of GST in the country. A single common 'Goods and Services Tax (GST)' was proposed and given a go-ahead in 1999 during a meeting between the then Prime Minister Atal Bihari Vajpayee and his economic advisory panel, which included three former RBI governors IG Patel, Bimal Jalan and C Rangarajan. On 12 August 2016, Assam became the first state to ratify the bill, when the Assam Legislative Assembly unanimously approved it. State Legislatures

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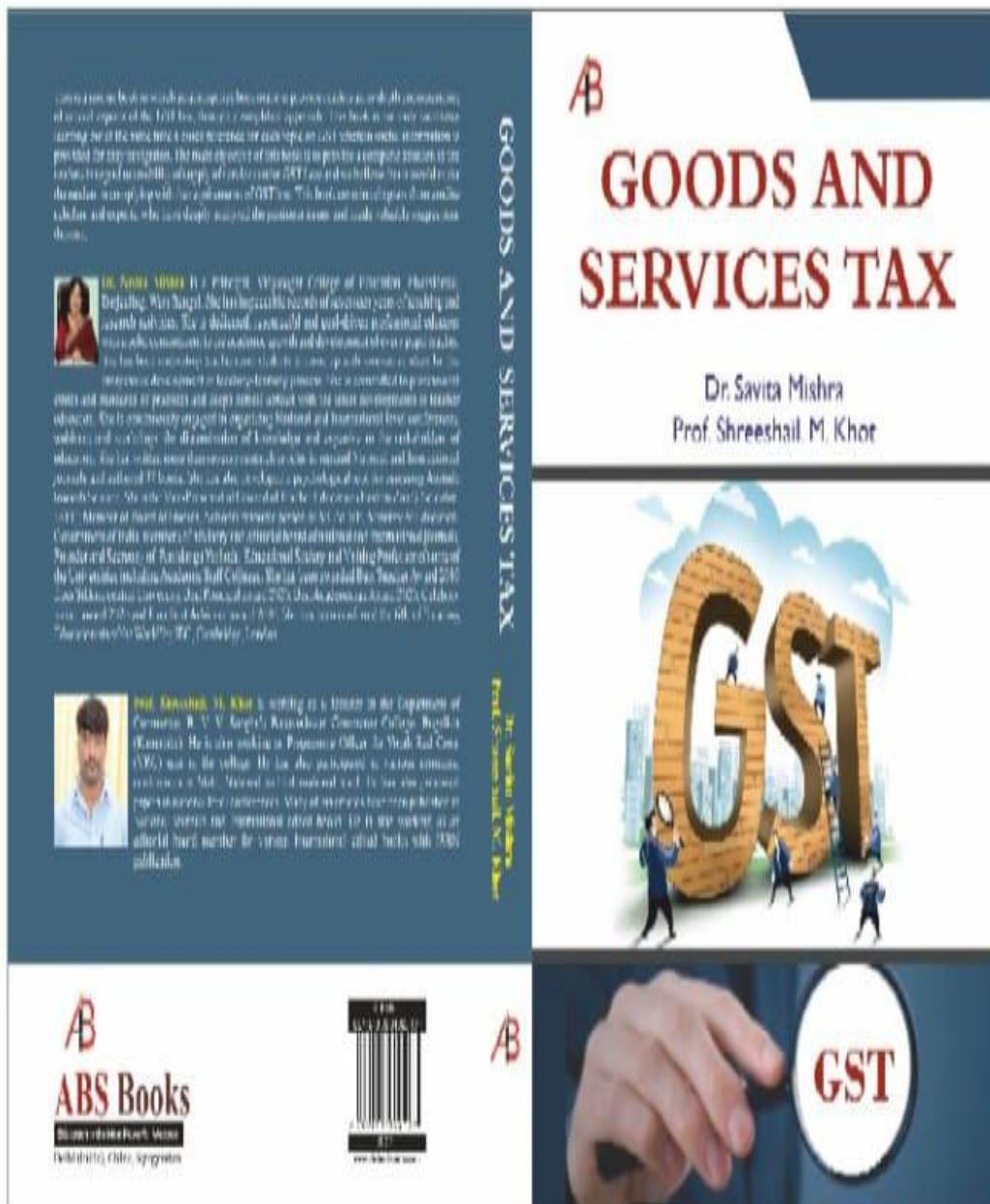
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10.

Goods & Services Tax in Tally ERP : Basics

Prof. Smt. T.P. Darbar*

Introduction

GST is an Indirect Tax which has replaced many Indirect Taxes in India. The Goods and Service Tax Act was passed in the Parliament on 29th March 2017. The Act came into effect on 1st July 2017; Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition.

In simple words, Goods and Service Tax (GST) is an indirect tax levied on the supply of goods and services. This law has replaced many indirect tax laws that previously existed in India.

There are Currently Three Types of GST

- ❖ CGST – Central GST – Applies to sales within the state – goes to Central Government
- ❖ SGST – State GST – Applies to sales within the state – goes to State Government
- ❖ IGST – Integrated GST – Applies to sales outside the state – goes to Central Government

For example, if you sell something within the state, 50% of the

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Impact of GST on Small and Medium Enterprises

Prof. Sheetal V Barshi*

Introduction

What is GST? GST, that is the Goods and Service Tax is the buzz across the country today. Everyone is interested in knowing the impact that the new GST law will have in their day to day life and also to our economy. GST is being widely debated by economists, business leaders, industrialists, tax professionals and the general public at large. It is being considered as the biggest tax reform in India's 70 year history as an independent nation. But what exactly GST is? And what all changes will it bring to the indirect tax regime in India. GST has subsumed the majority of indirect taxes of our country (like Excise Duty, Service Tax, VAT, Central Sales Tax etc.). GST is based on the principle of Value Added Tax. The previous system of indirect taxes had multiple taxes being levied by the Centre and State which led to complexity and conflicts in the indirect tax structure. Also, the multiple tax compliance and administrative costs was another burden on the businesses as well as the government. Uniformity in tax rates and structure across States was missing. There was a cascading effect of taxes due to 'tax on tax'. Restrictions to avail seamless credit were in abundance,

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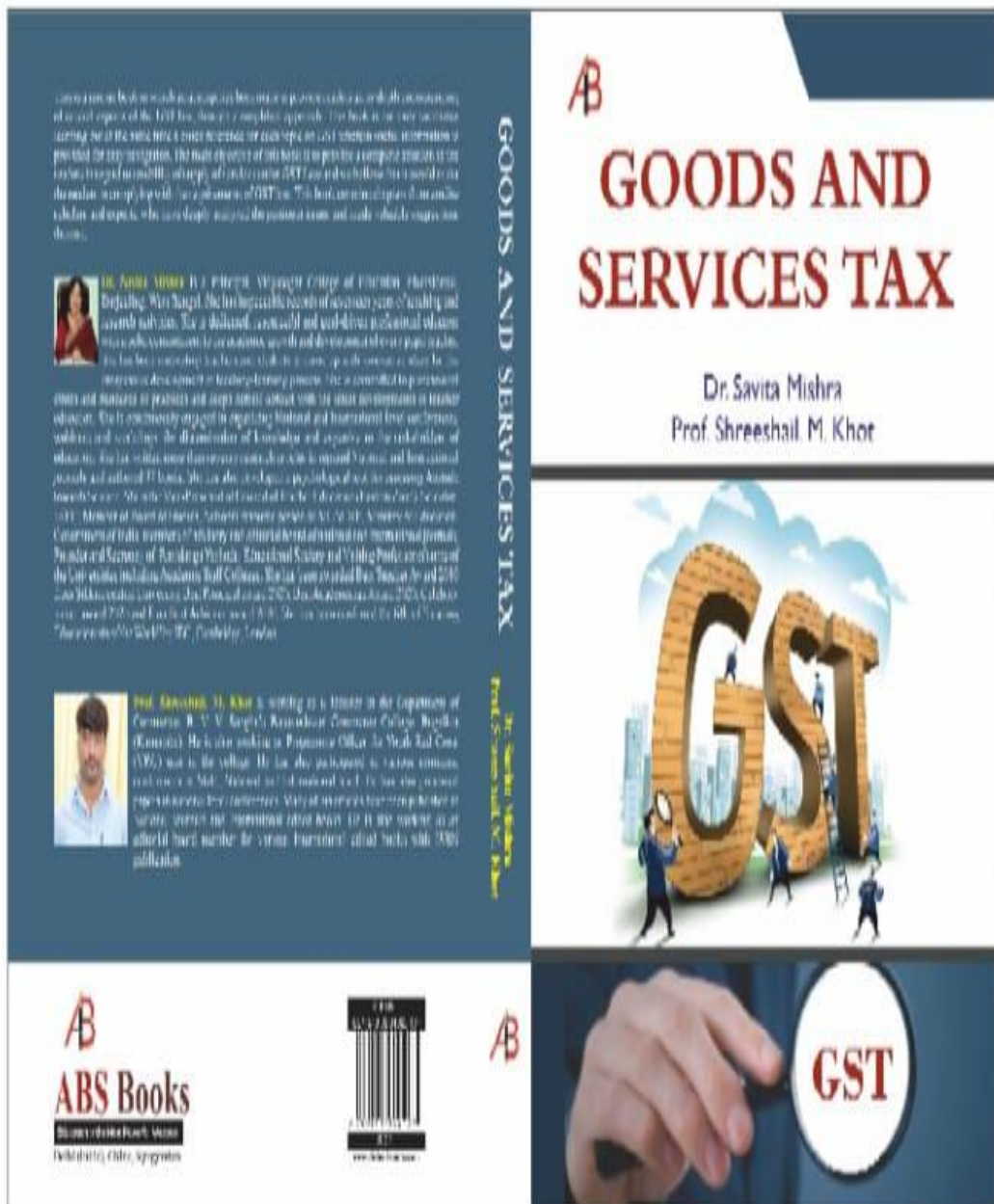
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12.

Comparison of Indian GST with Other Country Models

Prof. Nandini N Doddamani*

Introduction

GST or the Goods Services Tax has been in effect from July 1, 2017. The tax system of India till that time had been extremely complicated.

There had been the introduction of a new tax in the past decade known as Service Tax. Besides, there were a plethora of Central and State taxes that required separate invoices (challans). The scope for tax evasion and avoidance was high, and so was the scope for disputes and litigation.

In 2007, the then Finance Minister P. Chidambaram had spoken of implementing GST by 2010. After enormous delays as the modalities were slowly worked out, the new tax regime came into effect.

But as yet many do not have a clear idea about GST. That is why we have written about the 10 ways in which it affects small businesses and their owners.

What is Goods and Service Tax (GST)?

The goods and services tax (GST) is a value-added tax levied on

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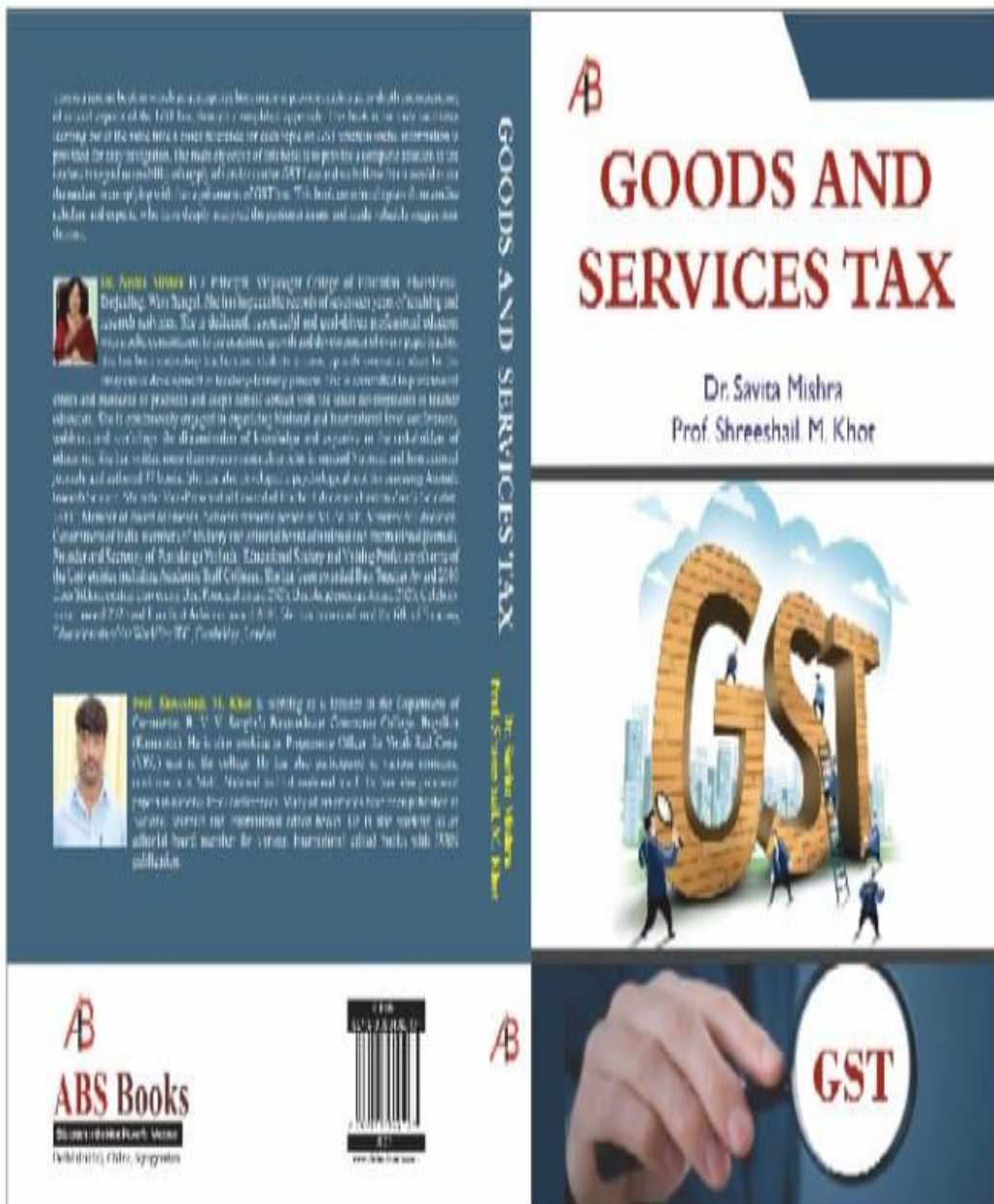
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13.

GST in India : Challenges and Prospects

Prof. Shilpa S Charantimath*

Introduction

The word tax is derived from the Latin word 'tax are' meaning to estimate. A tax is not a voluntary payment or donation, but an enforced contribution, exacted pursuant to legislative authority and it is any contribution imposed by government whether under the name of toll, tribute, impost, duty, custom, excise, subsidy, aid, supply, or other name. Indian Taxation System comprise of- Direct and Indirect Tax. Goods and Services Tax (GST) is one of the most discussed Indirect Taxation reforms. It is a comprehensive tax regime levied on manufacture, sales and consumption of goods and services. It is expected to bring about 2% incremental GDP growth of the country. So, GST is the need of the hour.

Section 1 of the article introduces the GST, its objectives and the proposed GDT model for India. Section 2 of the article examines the challenges and prospects associated with the implementation of GST. Section 3 lays down the key suggestions and conclusion of the article.

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Name of the Teacher: Prof.K.J.Malaji

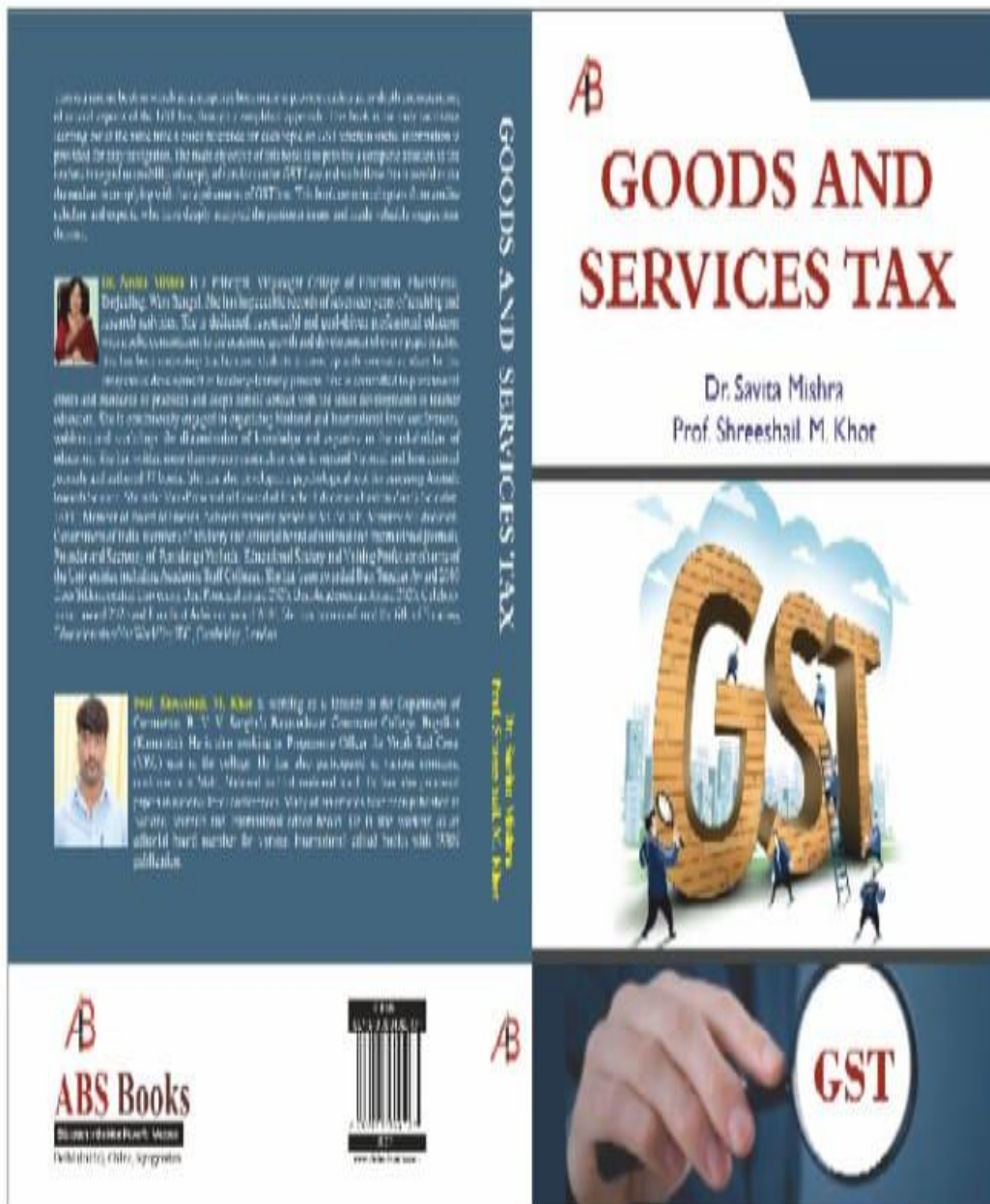
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Be a Responsible Citizen, Remember Your Taxes A Pay for the Opportunity

Prof. K J Malaji*

Introduction

There are various sections in Income Tax Act, 1961, under which an individual tax payer can claim exemption, deductions and benefits. Some of the common ones for tax planning include Sec 80EE for interest on Housing Loan, Sec 80D for premium paid on mediclaim, Sec 80E for interest paid on Education Loan, etc. Amongst these, Sec 80C is the most popular offering plethora of tax saving investment options. With various tax saving options on offer under Sec 80C, **ELSS mutual funds** is one which takes the cake as per financial pundits for two major reasons, (i) its equity based and (ii) it has the shortest lock-in period comparatively. Being market linked, ELSS are high on risk parameter however; they have the potential to offer impressive returns.

Another important parameter which makes it the most preferred investment option in India is, investments in ELSS can be made in small proportions through SIP instead of paying a heavy sum

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Recent Trends in Commerce, Management & Economics

A Study of Financial Literacy and its Impact on Customer Satisfaction with Special Reference to Banks of Bagalkot District

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Abstract:

"Finance is the art of passing money from hand to hand until it finally disappears". The financial system plays an important role in growth and development of country and the economy. The evolution of financial market has been broadening the opportunities to consumers and investors, business houses, policy makers and economy of a country. The growing innovations and increasing complexity of financial products over the past decade have put enormous pressure and responsibilities on shoulders of financial investors.

Countries across the globe are now realizing the importance of financial literacy to achieve financial inclusion, reducing poverty and sustainable development. Financial literacy is now considered as a key pillar for the development of financial system of a country.

India, a fastest growing economy with focus on inclusive growth recognizes the need of financial literacy and has accordingly started preparing strategies to cater all sections of the population in the country. The Reserve bank of India has been actively participating in the field of eradicating poverty and achieving financial inclusion and hence financial literacy has been taken as a tool to achieve these purposes.

In this study a set of research questions were asked to the respondents to measure the financial literacy and identify its impact on the level of customer satisfaction towards banking services.

Key words: Financial literacy, financial inclusion, and Customer satisfaction

Introduction:

Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. Many consumers have little understanding of finances, how credit works, and the potential hit to financial well-being that poor financial decisions can create for many, many years. In fact, a lack of financial understanding has been signalled as one of the main reasons many Americans struggle with saving and investing.

Financial literacy in simple words is the knowledge about finance. The concept of financial literacy has gained over the period due to the recent developments in financial markets as well as demographic, economic and policy changes. Financial education is necessary to achieve adequate levels of investors protection as well as the smooth functioning of the financial markets. Creating financial literacy can play a critical role in equipping the investors with the information, basic knowledge, and skills to evaluate their options and enables them to understand the implications of alternative financial decisions and finally to prepare their financial plans and budgets.

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Abstract

The financial system of a country plays an important role in its economic development. It is the financial system which supplies the necessary financial inputs for the production of goods and services which in turn promote the well being and standard of living of the people of a country. An efficient functioning of the financial system facilitates the free flow of funds to more productive activities and thus promotes investment. Thus, the financial system links the savers and investors and promotes faster economic development. Efficient financial system can be ensured when all its components are working effectively. Today one can find many technological changes in almost all sectors of the economy, and financial sector is not an exception to it. Depository system was such an innovation in this area which boosted the growth of the financial system. Depository system is the electronic mode of holding securities. A depository interfaces with its investors through its agents called Depository Participants (DPs). The main objective of a depository is to reduce settlement risk by minimizing the paperwork involved in trading, settlement and transfer of securities. At present two Depository Organizations are working in India - National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL). The paper tries to throw a light on the role of depositories in the development of financial system and in turn the economic development of the country.

Keywords: *Depository system, Financial system, Economic Development, Depository Participants.*

Introduction

A depository, in the simplest way, refers to a place where something is deposited/ kept for storage and/ or security. However, from the perspective of securities market, Depository is defined as an organization like a Central Bank where-in the securities of a shareholder are, at his request, held in electronic form, through the medium of a Depository Participant.

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First Page of Publication

Recent Trends in Commerce, Management & Economics

Role of Depository System in the Development of Financial System And in turn the Economic Development of the Country

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Abstract

The financial system of a country plays an important role in its economic development. It is the financial system which supplies the necessary financial inputs for the production of goods and services which in turn promote the well being and standard of living of the people of a country. An efficient functioning of the financial system facilitates the free flow of funds to more productive activities and thus promotes investment. Thus, the financial system links the savers and investors and promotes faster economic development. Efficient financial system can be ensured when all its components are working effectively. Today one can find many technological changes in almost all sectors of the economy, and financial sector is not an exception to it. Depository system was such an innovation in this area which boosted the growth of the financial system. Depository system is the electronic mode of holding securities. A depository interfaces with its investors through its agents called Depository Participants (DPs). The main objective of a depository is to reduce settlement risk by minimizing the paperwork involved in trading, settlement and transfer of securities. At present two Depository Organizations are working in India - National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL). The paper tries to throw a light on the role of depositories in the development of financial system and in turn the economic development of the country.

Keywords: *Depository system, Financial system, Economic Development, Depository Participants.*

Introduction

A depository, in the simplest way, refers to a place where something is deposited/ kept for storage and/ or security. However, from the perspective of securities market, Depository is defined as an organization like a Central Bank where-in the securities of a shareholder are, at his request, held in electronic form, through the medium of a Depository Participant.

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Preface

The World is changing faster than ever before. The dimensions of business are changing creating opportunities, challenges and treats for the players. The concept of market is changing with the changing needs, wants, tastes and preferences of the people. The digital marketplace is also on the boom. Online buyers are expected to jump up to more than 30% by 2021. Therefore, the future of commerce is indicating a monopoly over all business trends in the future.

Today, organizations face rapid change due to globalization or changes in the market conditions. Organizational change is one of the latest and major trends of the management, because it deals with a wide range of functions as well as activities of a company. Simply, organizational change is an approach to shifting/transitioning individuals, teams, and organizations from a current state to a desired future state. The main goal of organizational change is to maximize an organization's benefits, minimize the change impacts on workers, and avoid distractions. The overall directions in which a nation's economy is moving towards achieving the goals and objectives in 21st century, most business managers need to be aware of the prevailing direction of the economic trend for the product markets and countries in which they operate in order to make more accurate and effective plans for their company.

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FOREWORD



Prime Minister Narendra Modi, said; "A cashless economy is secure, it is clean. You have a leadership role to play in taking India towards an increasingly digital economy". His vision toward cashless economy leads to minimization of corruption, accountability of all the transactions, digitalization of transactions, and it will help the country in boosting its economy.

GST is a better approach of charging tax on goods & service as problem which is present in the current indirect tax system can be avoided by adopting GST.

Cascading effect & tax evasion, distortion which is the biggest problem in India can be minimized by implementing GST.

Sri. Narendra Modi's vision is to develop India and minimize corruption in all the sectors. Our Nation's Pitamaha said in those days about corruption Civil disobedience becomes a sacred duty when the state has become lawless or corrupt. And a citizen who barter with such a state shares in its corruption and lawlessness. The concept is very clear from those days now if country has to become strong economy in the world, it has to avoid corruption and illegal keeping currency with high denomination.

In the present era, Corporate Social Responsibility is playing a vital role in growth of Country's as well as World's Economy. The CSR is a tool to get the maximum competitive advantage as well as to increase the market share of an organization. Every organization has to formulate the CSR strategies to cope with the changing business environment. If, organization wants to survive in the market for longer period, it has to formulate Social Responsibility strategy for its stakeholders where it operates its activities. The Government of a Country also initiates for development of CSR strategies but it cannot implement it because of wide area and huge population, with the help of corporate the government implements several CSR activities to its citizen and their standard of living. The corporate also get name and goodwill by formulating and implementing Social responsibilities strategies.

In the 21st century, the size of the market has been become the wider. Now a day, we are seeing there are several sellers are making competition in the market for survival. Present, we are seeing online marketers (Amazon, Flipkart, Snap deal etc) as well as offline marketers. So to survive, to maximize sales, to acquire maximum market share the marketing strategies are very important.

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GREEN ECONOMY

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Abstract

This paper discusses the introduction of a green economy. The economy is based on public and private investments that reduce carbon emissions and other pollutants, increase energy efficiency and resource, and prevent the loss of biodiversity and ecosystem formed. A green economy is an economy that aims at reducing environmental risks and ecological scarcities, and that aims for sustainable development without degrading the environment. We need green growth because risks to development are rising as growth continues to erode natural capital. If left unchecked, this would mean increased water scarcity, worsening resource bottlenecks, greater pollution, climate change, and unrecoverable biodiversity loss. Green growth means fostering economic growth and development, while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies. To do this, it must catalyze investment and innovation which will underpin sustained growth and give rise to new economic opportunities. Sustainable development emphasizes the enhancement of environmental, social and economic resources, with all three of them being critical to meet the needs of current and future generations. But despite the concept's penetration into many segments of society and the rise of environmental policies throughout the world, the impact on global environmental trends has been limited. Bottlenecks in the way sustainable development has been approached in practice – with a focus on environmental protection and negative externalities – provide a basis for understanding the evolution of the Green Economy concept. In the aftermath of the last world economic crisis, the Green Economy gained attention as a concept that could overcome the connotation of environmental protection as a cost factor slowing down economic development and bring the environment and the economy into a positive relationship, in which the environment becomes an opportunity rather than a constraint, and a new driving force for economic development. Sustainability remains the vital long-term goal, but the Green Economy is describing a pathway to sustainable development.

Key Words: Economy, environment, development.

Introduction

A Green Economy can be thought of as an alternative vision for growth and development; one that can generate growth and improvements in people's lives in ways consistent with sustainable development. A Green Economy promotes a triple bottom line: sustaining and advancing economic, environmental and social well-being. A Green Economy enhances social welfare, combats poverty, and strives for social justice. We are working towards a qualitative sustainable growth, based on a comprehensive

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Abstract

This paper discusses the introduction of a green economy. The economy is based on public and private investments that reduce carbon emissions and other pollutants, increase energy efficiency and resource, and prevent the loss of biodiversity and ecosystem formed. A green economy is an economy that aims at reducing environmental risks and ecological scarcities, and that aims for sustainable development without degrading the environment. We need green growth because risks to development are rising as growth continues to erode natural capital. If left unchecked, this would mean increased water scarcity, worsening resource bottlenecks, greater pollution, climate change, and unrecoverable biodiversity loss. Green growth means fostering economic growth and development, while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies. To do this, it must catalyze investment and innovation which will underpin sustained growth and give rise to new economic opportunities. Sustainable development emphasizes the enhancement of environmental, social and economic resources, with all three of them being critical to meet the needs of current and future generations. But despite the concept's penetration into many segments of society and the rise of environmental policies throughout the world, the impact on global environmental trends has been limited. Bottlenecks in the way sustainable development has been approached in practice – with a focus on environmental protection and negative externalities – provide a basis for understanding the evolution of the Green Economy concept. In the aftermath of the last world economic crisis, the Green Economy gained attention as a concept that could overcome the connotation of environmental protection as a cost factor slowing down economic development and bring the environment and the economy into a positive relationship, in which the environment becomes an opportunity rather than a constraint, and a new driving force for economic development. Sustainability remains the vital long-term goal, but the Green Economy is describing a pathway to sustainable development.

Key Words: Economy, environment, development.

Introduction

A Green Economy can be thought of as an alternative vision for growth and development; one that can generate growth and improvements in people's lives in ways consistent with sustainable development. A Green Economy promotes a triple bottom line: sustaining and advancing economic, environmental and social well-being. A Green Economy enhances social welfare, combats poverty, and strives for social justice. We are working towards a qualitative sustainable growth, based on a comprehensive

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Preface

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Today, organizations face rapid change due to globalization or changes in the market conditions. Organizational change is one of the latest and major trends of the management, because it deals with a wide range of functions as well as activities of a company. Simply, organizational change is an approach to shifting/transitioning individuals, teams, and organizations from a current state to a desired future state. The main goal of organizational change is to maximize an organization's benefits, minimize the change impacts on workers, and avoid distractions. The overall directions in which a nation's economy is moving towards achieving the goals and objectives in 21st century, most business managers need to be aware of the prevailing direction of the economic trend for the product markets and countries in which they operate in order to make more accurate and effective plans for their company.

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FOREWORD



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GST is a better approach of charging tax on goods & service as problem which is present in the current indirect tax system can be avoided by adopting GST.

Cascading effect & tax evasion, distortion which is the biggest problem in India can be minimized by implementing GST.

Sri. Narendra Modi's vision is to develop India and minimize corruption in all the sectors. Our Nation's Pitamaha said in those days about corruption Civil disobedience becomes a sacred duty when the state has become lawless or corrupt. And a citizen who barter with such a state shares in its corruption and lawlessness. The concept is very clear from those days now if country has to become strong economy in the world, it has to avoid corruption and illegal keeping currency with high denomination.

In the present era, Corporate Social Responsibility is playing a vital role in growth of Country's as well as World's Economy. The CSR is a tool to get the maximum competitive advantage as well as to increase the market share of an organization. Every organization has to formulate the CSR strategies to cope with the changing business environment. If, organization wants to survive in the market for longer period, it has to formulate Social Responsibility strategy for its stakeholders where it operates its activities. The Government of a Country also initiates for development of CSR strategies but it cannot implement it because of wide area and huge population, with the help of corporate the government implements several CSR activities to its citizen and their standard of living. The corporate also get name and goodwill by formulating and implementing Social responsibilities strategies.

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GREEN ECONOMY

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First Page of Publication

Recent Trends in Commerce, Management & Economics

VOCAL FOR LOCAL: A STEP TOWARDS SUSTAINABLE ECONOMIC DEVELOPMENT OF INDIA

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Abstract:

Sustainability is mostly perceived as the combination of environmental, social and economic performance; while still remain difficulties in defining sustainable economic development. Today, the human needs of many people are not met, and by the same time the ability of future generations to meet their needs is being compromised. It is because this that sustainable development has raised as a concept, affected by the need to offer people a kind of development which can meet the needs of the present without compromising the capacity of future generations to meet theirs. Economic growth may result in an improvement in the standard of living related to a small proportion of the population whilst the majority of the population remains poor. It is how the economic growth is distributed amongst the population that determines the level of development. The concept of sustainable development has become a widely recognized goal for human society of the 21st century. Prime Minister Narendra Modi said the mindset of free India should be 'vocal for local'. Which means we should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged. In India, people should support 'Make in India' and become self-dependent, try to minimize imports and maximize exports. It will help India to be one of those countries on which the world depends and that will be a beautiful sight to watch. In this research it is analyzed how the concept of 'Vocal for Local' will help for sustainable development in India and how should it really be conceptualized and what should be done in order to achieve it.

Keywords: Economics, Sustainable Development, 'Vocal for Local', 'Make in India'

Introduction

Former Prime Minister PV Narasimha Rao had unleashed the India growth story and Atal Bihari Vajpayee gave the country the infrastructure push. Though Vajpayee lost the 2004 election, his 'Shinning India' campaign created the much-needed optics for the India growth story vis-à-vis China. Prime Minister Narendra Modi's latest slogan 'Be vocal about local' is built on both the reform agenda of Narasimha Rao and Vajpayee's infrastructure focus to address a serious weakness in the India growth story — low share of manufacturing in the country's GDP vis-à-vis China. The weakness is crucial. All the big talk of consumption- and service-led growth of the previous decade ended in creating low value-addition potential. Despite high growth numbers, India created fewer job opportunities. The situation was perfectly summed up as "jobless growth". Ever since Modi assumed power in 2014, he wanted to correct it by tapping new value-added opportunities (Digital India), promoting entrepreneurship (Stand-up India and Start-up India), and paving the way for domestic manufacturing (Make in India). While the start-up ecosystem definitely improved in India, the drive to give a push to manufacturing witnessed limited success.

How Vocal for Local help in Sustainable Economic Development of India

Last week, the Indian Prime Minister Narendra Modi addressed the nation about the importance of local manufacturing and supply chains amid the COVID-19 crisis. Coining the phrase, "Vocal for Local", he asserted that it is the need of the hour for the nation to come together to encourage local businesses and products.

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In the present era, Corporate Social Responsibility is playing a vital role in growth of Country's as well as World's Economy. The CSR is a tool to get the maximum competitive advantage as well as to increase the market share of an organization. Every organization has to formulate the CSR strategies to cope with the changing business environment. If, organization wants to survive in the market for longer period, it has to formulate Social Responsibility strategy for its stakeholders where it operates its activities. The Government of a Country also initiates for development of CSR strategies but it cannot implement it because of wide area and huge population, with the help of corporate the government implements several CSR activities to its citizen and their standard of living. The corporate also get name and goodwill by formulating and implementing Social responsibilities strategies.

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Dr. Veeranna C. Charantimath MLA

*Chairman
B.V.V. Sangha
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Edited by

Vinod V. Nandargi

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Recent Trends in Commerce, Management & Economics

“Financial Inclusion through PMJDY – with respect to Karnataka State” Vinod V. Nandargi

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Abstract

The term finance is extremely essential economic factor now each day for every and each citizen of a rustic. PM Narendra Modi's dream to supply Social Security for each Indian and he said “I dream of a Digital India where mobile and e-Banking ensures Financial Inclusion”. the Government initiated the National Mission for Financial Inclusion (NMFI), namely, Pradhan Mantri Jan Dhan Yojana (PMJDY) in August, 2014 to supply universal banking services for each unbaked household, supported the guiding principles of banking the unbanked, securing the unsecured, funding the unfunded and serving unserved and underserved areas. After independence, India has been concentrating on poverty and provides the justice to low income group. Mahatma Gandhiji said “Poverty is that the worst sort of Violence”. within the year the Govt of India taken the initiation to NMFI, namely PMJDY to spice up the country's economy by minimizing the poverty level. The scheme isn't only limited to opening of a checking account but has other benefits with it viz. zero balance checking account with RuPay open-end credit, additionally to accidental insurance cover of Rs 1 lakh, those that open accounts by January 26, 2015 over and above the Rs 1 lakh accident, they're going to tend life assurance cover of Rs 30,000, etc. This paper is an effort to debate the overview of monetary inclusion using PMJDY in India

Key words: Financial Inclusion, Excluded Segment, Financial services, PMJDY

1.1 Concept & Review of Literature

1.1.1 Scheme Details

Pradhan Mantri Jan-Dhan Yojana (PMJDY) is National Mission for Financial Inclusion to make sure access to financial services, namely, a basic savings & deposit accounts, remittance, credit, insurance, pension in a reasonable manner. Under the scheme, a basic savings deposit (BSBD) account are often opened in any bank branch or Business Correspondent (Bank Mitra) outlet, by persons not having the other account.

1.1.2 Benefits under PMJDY

1. One basic savings checking account is opened for the unbanked person.
2. There's no requirement to take care of any minimum balance in PMJDY accounts.
3. Interest is earned on the deposit in PMJDY accounts.
4. Rupay open-end credit is provided to PMJDY account holder.

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Assistant Professor, Basaveshwar Commerce College
P.G. Department of Commerce, Bagalkote

Preface

The World is changing faster than ever before. The dimensions of business are changing creating opportunities, challenges and treats for the players. The concept of market is changing with the changing needs, wants, tastes and preferences of the people. The digital marketplace is also on the boom. Online buyers are expected to jump up to more than 30% by 2021. Therefore, the future of commerce is indicating a monopoly over all business trends in the future.

Today, organizations face rapid change due to globalization or changes in the market conditions. Organizational change is one of the latest and major trends of the management, because it deals with a wide range of functions as well as activities of a company. Simply, organizational change is an approach to shifting/transitioning individuals, teams, and organizations from a current state to a desired future state. The main goal of organizational change is to maximize an organization's benefits, minimize the change impacts on workers, and avoid distractions. The overall directions in which a nation's economy is moving towards achieving the goals and objectives in 21st century, most business managers need to be aware of the prevailing direction of the economic trend for the product markets and countries in which they operate in order to make more accurate and effective plans for their company.

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FOREWORD



Prime Minister Narendra Modi, said; "A cashless economy is secure, it is clean. You have a leadership role to play in taking India towards an increasingly digital economy". His vision toward cashless economy leads to minimization of corruption, accountability of all the transactions, digitalization of transactions, and it will help the country in boosting its economy.

GST is a better approach of charging tax on goods & service as problem which is present in the current indirect tax system can be avoided by adopting GST.

Cascading effect & tax evasion, distortion which is the biggest problem in India can be minimized by implementing GST.

Sri. Narendra Modi's vision is to develop India and minimize corruption in all the sectors. Our Nation's Pitamaha said in those days about corruption Civil disobedience becomes a sacred duty when the state has become lawless or corrupt. And a citizen who barter with such a state shares in its corruption and lawlessness. The concept is very clear from those days now if country has to become strong economy in the world, it has to avoid corruption and illegal keeping currency with high denomination.

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Recent Trends in Commerce, Management & Economics

Innovation and its management

Smt. Teena P. Darbar
Lecturer, Department of Commerce,
Basaveshwar Commerce College, Bagalkot

Abstract:

Innovation, innovation, innovation! There's hardly a business event or conversation you can have without hearing the term innovation these days. Innovation has been one of the hottest topics of everywhere as nothing is permanent except the change. Accepting changes is very difficult because it requires modification and modification comes along with valuable resources like material, money, machine and men. Thus, the term and the concept of innovation need to be studied so that managing innovation would become manageable. This chapter describes in detail about meaning, importance, lifecycle and applications of innovation. This chapter also explains various risks in innovation and gives insight on a new concept called innovation management and innovation funnel. While term innovation is narrow but the term innovation management has a wider scope. It deals with all the processes and steps to be followed in implementing innovation. At last the chapter is concluded by explaining process of innovation management and gives suggestions on how to select the right process for an innovation management.

Keywords: Innovation, Creativity, risks, Innovation Management.

INNOVATION MEANING:

Innovation in simple terms means, search or introduction of a new thing or method or process. This development of a new style may re-designing of old method or product or process or a completely new idea.

Innovation is the embodiment, combination or synthesis of knowledge in original, relevant, valuation of new products, processes or services. For an innovation to occur, there needs a creative idea. Creativity is the initial step in the process of innovation. The ability to convert creative idea into action i.e. a specific tangible change in the products, services, business processes provided by an organization is called Innovation. Thus it is the successful implementation of creative ideas within the organization.

Importance of innovation:

Innovation is essential for business survival in highly competitive markets. It is increasingly difficult to differentiate products and services. Innovation is important for the following reasons:

- Innovation allows business to expand their customer base by refreshing the market with new and improved products.
- It is a key component of competitive advantage and help company stay a ahead of competitors before rivals innovation captures market share.
- It supports ability to charge a premium
- It provides incremental revenue and profit and also increases shareholder value.
- Businesses that are not going through innovations are likely to decline their existing sales portfolio has old products and services will inevitably mature over period of time.

Thus, principal goal of any business will be to drive growth and then to improve their shareholder value by applying innovations in their business.

The lifecycle of an innovation

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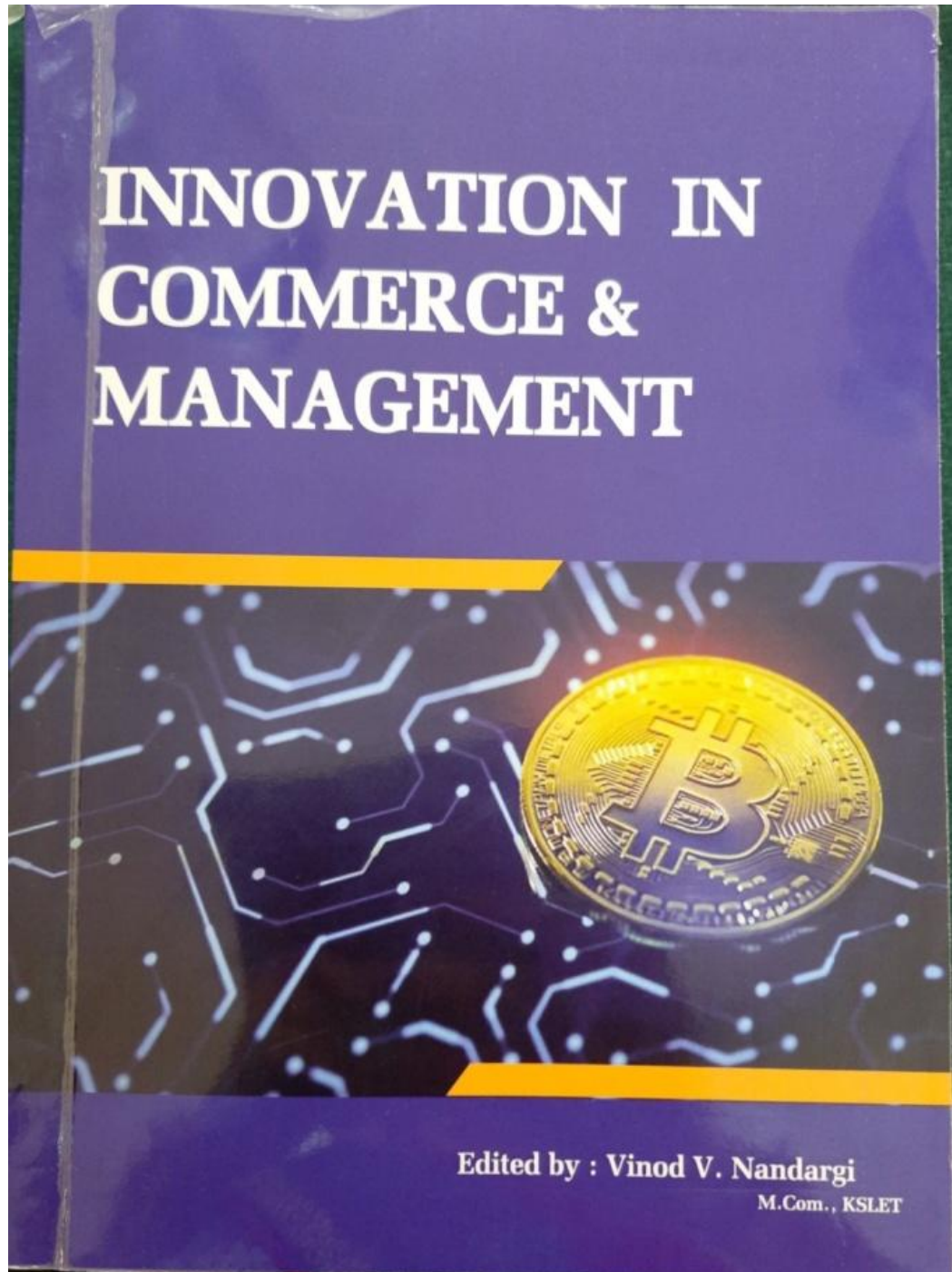
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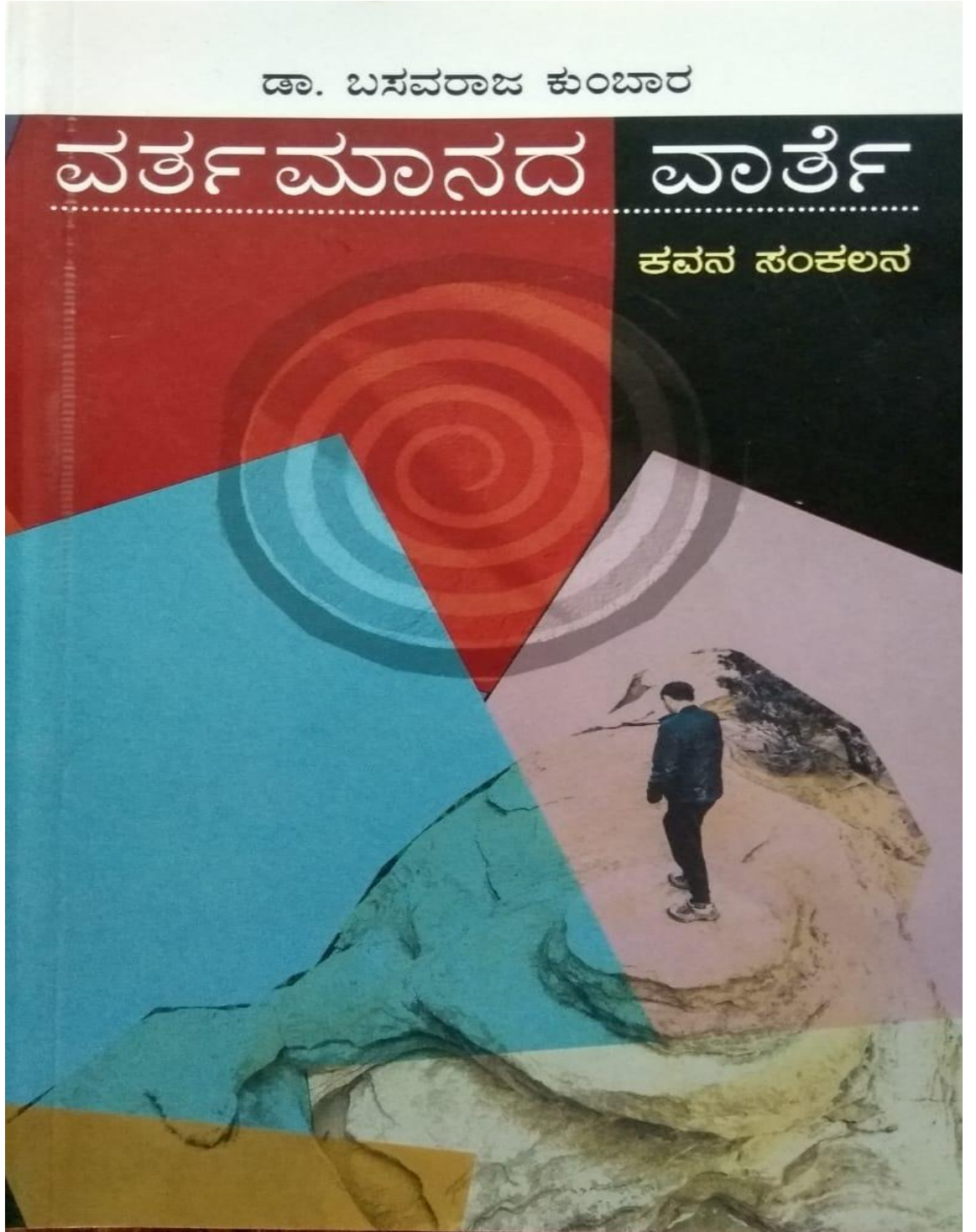
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ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ, ಕನ್ನಡ ಉಪನ್ಯಾಸಕರು
ಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ
ಬಾಗಲಕೋಟೆ

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ಕರ್ನಾಟಕ ಪಬ್ಲಿಷರ್ಸ್

ಶರ್ವಿಲ್ ಪಬ್ಲಿಷರ್ಸ್
ಧಾರವಾಡ

VARTAMANAD VARTE
(kavan Sankalana)

Author : Dr. Basavaraj Kumbar

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'ವರ್ತಮಾನದ ವಾರ್ತೆ' ಕವಿತಾ ಸಂಕಲನದ ಕವಿ ಬಸವರಾಜ ಕುಂಬಾರ ಗ್ರಾಮೀಣ ಸೊಗಡನ್ನು ಅಲ್ಲಿನ ಮುಗ್ಧತೆಯನ್ನು ಕಾಪಿಟ್ಟುಕೊಂಡು ಅಧ್ಯಯನ, ಅಧ್ಯಾಪನದಲ್ಲಿ ತೊಡಗಿದವರು. ರಾಜ್ಯದ ಪ್ರಮುಖ ನಿಯತಕಾಲಿಕೆಗಳ ಮೂಲಕ ಕ್ರಿಯಾಶೀಲ ಲೇಖಕ ಎಂದು ಸಾಕ್ಷೀಕರಿಸಿಕೊಳ್ಳುತ್ತಿರುವ ಯುವಕವಿ. ಘಟಪ್ರಭಾ ಹೊಳೆಸಾಲಿನ ಸೀಮಿಕೇರಿಯಂತಹ ಗ್ರಾಮೀಣ ವಲಯದಲ್ಲಿ ವಾಸವಾಗಿ, ಬಾಗಲಕೋಟೆಯಂತಹ ಅರೆನಗರ ಪ್ರದೇಶದ ನಂಟು ಇಟ್ಟುಕೊಂಡು ಅಲ್ಲಿನ ಬದುಕನ್ನು, ಅಲ್ಲಿನ ಸೊಗಡನ್ನು ಇದ್ದಕ್ಕಿದ್ದಂತೆ ಆಸ್ವಾದಿಸಿ, ಅಲ್ಲಿನ ಅನುಭವಗಳಿಗೆ ಅಕ್ಷರ ರೂಪ ನೀಡುತ್ತಿರುವ ಸೃಜನಶೀಲ ಲೇಖಕ.

ಹಸಿವಿನ ಹಂಬಲ ತೀವ್ರವಾದಾಗ ಆತನಿಗೆ ದೊರೆತ ಒಂದು ತುಂಡು ರೊಟ್ಟಿ ಒಂದು ತುತ್ತು ನುಚ್ಚು ನೀಡುವ ಆನಂದ, ವ್ಯಕ್ತಿ ಮತ್ತು ನುಚ್ಚಿನ ನಡುವಿನ ಕೃತಜ್ಞತೆಯ ನಂಟು ಕಾವ್ಯದ್ದು. ಆದ್ದರಿಂದ ಕವಿಗಳ ಮೊದಮೊದಲ ಧೋರಣೆ 'ಆನುಒಲಿದಂತೆ ಹಾಡುವೆ, ಹಾಡಲಾರದೆ ಸೈರಿಸಲಾರೆನು' ಎನ್ನುವುದೇ ಆಗಿರುತ್ತದೆ. ಕಾವ್ಯಕ್ಕೆ ವ್ಯಕ್ತಿಯ ಅನುಭವದ ಹೊರಣ ಮತ್ತು ಕನ್ನಡ ಕಾವ್ಯ ಪರಂಪರೆಯ ನಡೆಯ ಅರಿವು ರೂಪಿಸಿಕೊಂಡ ಶಬ್ದ ಸಂಪತ್ತು, ಅಭಿವ್ಯಕ್ತಿಯ ಭಾಷೆ, ಕವಿಯ ಶಕ್ತಿ ಸಾಮರ್ಥ್ಯಕ್ಕೆ ಇರುವ ಕಾವ್ಯ ಕಾರಣ ಸಂಬಂಧ. ಈ ಅನುಬಂಧಗಳ ಆಧಾನ-ಪ್ರಧಾನಗಳು ಕವಿಯ ಅಭಿವ್ಯಕ್ತಿಯನ್ನೇ ನಿಯಂತ್ರಿಸುವ ಇಲ್ಲವೆ ಪ್ರಭಾವಿಸುವ ಶಕ್ತಿಯಾಗಿರುತ್ತವೆ. ಕಾವ್ಯ ಕವಿ ಓದುಗನ ಏಕಾಂತವಾಸದಿಂದ ಲೋಕಾಂತದತ್ತ ಹಾಯಿಸುವ, ಲೋಕಾಂತದ ಪಯಣಿಗೆ ಪಥಿಕನಿಗೆ ತಂಪು, ಬಿಸಿ, ಹಿತದ ಅಗತ್ಯವನ್ನು ನೀಡುವ ಇನ್ನುಲೇಟೆಡ್‌ದ ಹಿಮತೃಪ್ತಿ ಇಲ್ಲವೆ ಬಿಸಿಗುದಿಯ ಹೂಬಿಯಾಗಿರುತ್ತದೆ.

ನಮಗೆ ಬೇಕೋ ಬೇಡವೋ ಜಾಗತೀಕರಣದ ಫಲಾನುಭವಿಗಳಾದ ನಾವು ಮತ್ತು ಇಲ್ಲಿನ ಕವಿ ನಮ್ಮ ಕಣ್ಣಿಂದಿನ ಸತ್ಯವನ್ನು, ಬೇಗುದಿಯನ್ನು ಬಯಲು ಮಾಡುವ ಪರಿ ಅನನ್ಯವಾಗಿದೆ. ಈ ಸಂಕಲನದಲ್ಲಿನ ಅನುಭವದ ಕುದಿ ಎಸರು ಸಾಲುಗಳು 'ನೆಟ್ಟಿದ್ದು ನೆಟ್ಟಿಗಿರಲಿಕ್ಕಿಲ್ಲ, ಕಟ್ಟಿಸಿದ್ದು ನೆರಳಾಗಲಿಕ್ಕಿಲ್ಲ ಉರಲು ಆಗಬಹುದು ಕಟ್ಟಿಬೇಡ ಭರವಸೆಗಳ ಗೋಪುರ', 'ಮನುಷ್ಯನಾಗಬೇಕೆನಿಸಿದೆ ನಾನೀಗ ಮನುಷ್ಯತ್ವ ಹುಡುಕುತ್ತಲೇ ಸಾಗಿದ್ದೇನೆ', 'ಸುಳ್ಳುಮೇದ ಕೋಣ ಬಲಿಷ್ಠ, ಮಿತ್ಯಸಾರಿದ ಕತ್ತೆ ಕನಿಷ್ಠ', 'ಬದುಕೆ ಹಾಗೆ, ಹೂಂ ಎಂದರೆ ಬೇವನ, ಹಾಂ ಎಂದರೆ ಸಾವು'. ಕವಿಯ ಕಾವ್ಯ ಪ್ರಯಾಣ ಸತತೋದ್ಯೋಗದ ಖನನೋದ್ಯಮದ ಫಲ. ಬಸವರಾಜರ ಮೊದಲ ಸಂಕಲನ ಇದು ಮೊದಲೆಂಬುದರ ಶಕ್ತಿ ಮಿತಿಗಳೆರಡನ್ನು ಒಳಗಾಗಿಸಿಕೊಂಡಿದ್ದರೂ ಕನ್ನಡದ ಜನಮಾನಸಕ್ಕೆ ಭರವಸೆಯ ಕವಿಯನ್ನು ನೀಡುತ್ತಿದೆ. ಮುಂದೇನು ಒಂದಿಷ್ಟು ಕಾವ್ಯಸ್ವಾಧಾನ ಅನುಸಂಧಾನ ಸಖ್ಯೆ, ಸ್ನೇಹ, ಪ್ರೀತಿ ಅಲ್ಲವೆ....! ಈ ಕವಿಯ ಅಭಿವ್ಯಕ್ತಿಗೆ ಇನ್ನೋಷ್ಟು ಶಕ್ತಿ ಬಂದೀತು !

- ಡಾ. ವಿಜಯಕುಮಾರ ಎಸ್. ಕಟ್ಟಿಹಳ್ಳಿಮಠ
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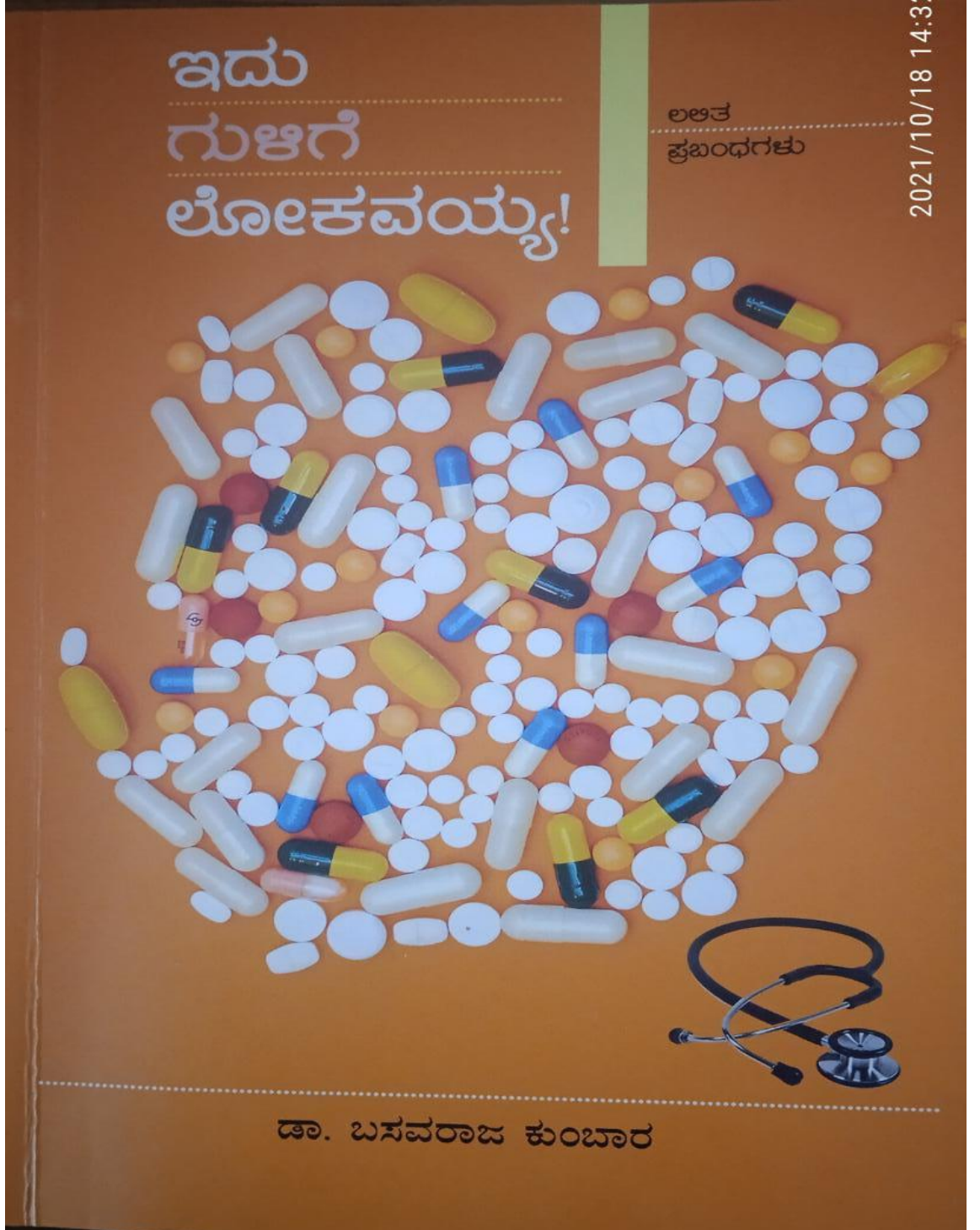
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ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

೨೦೨೦



ಶರ್ವಿಲ್ ಪಬ್ಲಿಷರ್ಸ್
ಧಾರವಾಡ

IDU GULIGE LOKAVAYYA
(Ialita Prabanda)

Author : Dr. Basavaraj Kumbar

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ಇದು ಗುಣಿಗೆ ಲೋಕವಯ್ಯ!



ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

ಸೀಮಿತೀರಿ ಪರಿಸರದ ಭಾವ-ಭಾಷೆಗಳನ್ನು
ಪ್ರಸ್ತುತ ಪ್ರಬಂಧಗಳ ಒಡಲಿಗೆ ತುಂಬಿದ್ದಾರೆ.
ಲಲಿತವಾಗಿ ಸಂವಹನಗೊಳ್ಳುವ ಇಲ್ಲಿಯ ಶೈಲಿ ಅಪರೂಪದ್ದು.

ಸೂಕ್ಷ್ಮ ವಲೋಕನ ಯಾವುದೇ ಸಾಹಿತ್ಯ ಪ್ರಕಾರದ
ನಿರ್ಮಿತಿಯಲ್ಲಿ ಅವಶ್ಯಕವಾದ ಮೂಲಭೂತ ಆಕರಗಳಲ್ಲೊಂದು.

ಸ್ನಾನ, ಭಾಷಣ, ಗುಳಿಗೆ, ಅಂಗಿ, ನಿದ್ರೆ, ಸೆಗಣೆಯಂಥ

ಸಾಮಾನ್ಯ ವಸ್ತು-ವಿಶೇಷಗಳನ್ನು ಪರಿಭಾವಿಸಿ

ಪ್ರಬಂಧವಾಗಿಸಿರುವ ರೀತಿ ಅನನ್ಯವಾದುದು.

ಒಂದೇ ಪ್ರಬಂಧದಲ್ಲಿ ಹತ್ತಾರು ಘಟನೆಗಳನ್ನು

ಅಡಕಗೊಳಿಸಿದರೂ ಅವು ದೀರ್ಘವಾಗಿರದೆ

ಮೂಲವಸ್ತುವಿಗೆ ಪೂರಕವಾಗಿ ದುಡಿದು ಅಲ್ಲಲ್ಲಿಗೆ

ನಿಂತುಬಿಡುವುದು ಈ ಪ್ರಬಂಧಗಳ ವಿಶಿಷ್ಟ ಗುಣ.

ಪ್ರಬಂಧಗಳು ಹಲವೆಡೆ ತೋರುವ ಇನ್ನೊಂದು ವಿಶೇಷತೆಯೆಂದರೆ
ಸ್ವಯಂ ವಿಡಂಬನೆ.

ಸ್ವಯಂ ವಿಡಂಬನೆ ಬೇರೊಬ್ಬರನ್ನು ಟೀಕಿಸುವ

ಅಧಿಕಾರ ಕೊಡುತ್ತದೆ. ಇದೆಲ್ಲ ಇಲ್ಲಿ ಅತ್ಯಂತ ಪ್ರಾಸಾದಿಕ ನೆಲೆಯಲ್ಲಿ

ನಡೆದು ಹೋಗುತ್ತದೆ. ಇಲ್ಲಿಯ ಉಪಮಾನಗಳಿಗಾಗಿ

ಬಳಸಿಕೊಂಡಿರುವ ನೂರಾರು ಶಬ್ದಗಳು ದೇಶೀಯ ಭಾಷೆಯಿಂದ

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ವಿರದನ್ನೂ ಸಮೀಕರಿಸುವ ಹದ

ಬಸವರಾಜ ಅವರಿಗೆ ದಕ್ಕಿದೆ.

ಬದುಕನ್ನು ಆಶಾವಾದಿಯಾಗಿ ನೋಡುತ್ತ

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ಇಂಥ ಪ್ರಬಂಧಗಳನ್ನು ಸೃಷ್ಟಿಸಬಲ್ಲರು.

- ಡಾ. ಶ್ರೀರಾಮ ಇಟ್ಟಣ್ಣವರ



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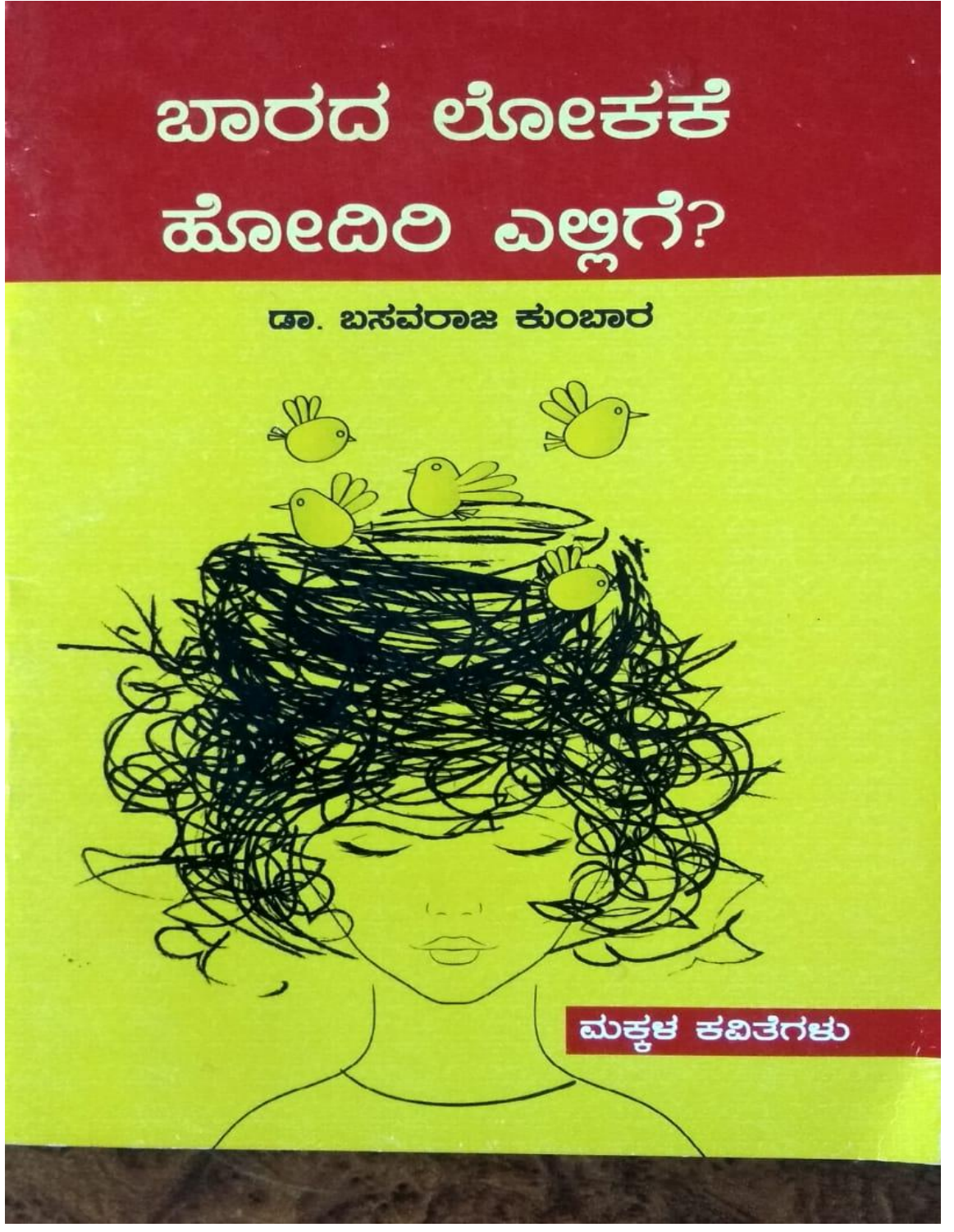
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ಬಾರದ ಲೋಕಕೆ ಹೋದಿರಿ ಎಲ್ಲಿಗೆ?
(ಮಕ್ಕಳ ಕವಿತೆಗಳು)

ಲೇಖಕರು
ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

ಪ್ರಕಾಶಕರು
ಭಮರಾಂಬ ಎಂಟರ್‌ಪ್ರೈಸಸ್
ಮೈಸೂರು

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ಬಾರದ ಲೋಕಕೆ ಹೋದಿರಿ ಎಲ್ಲಿಗೆ?

ಲೇಖಕರು:

ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ, ಎಂ.ಎ., ಪಿಎಚ್.ಡಿ.

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ಭ್ರಮರಾಂಬ ಎಂಟರ್‌ಪ್ರೈಸಸ್, ಮೈಸೂರು.

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ಲೇಖಕರದು

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ಡಾ. ಸಾವುಕಾರ ಎಸ್. ಕಾಂಬಳೆ

ಮುದ್ರಣ:

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ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಂಪರೆಯ ಆಧುನಿಕ ಸಂದರ್ಭದಲ್ಲಿ ನವೋದಯ, ನವ್ಯ, ಪ್ರಗತಿಶೀಲ, ದಲಿತ ಬಂಡಾಯವೆಂಬ ಸಾಹಿತ್ಯ ಕಾಲಘಟ್ಟಗಳ ಮೂಲಕ ವೈವಿಧ್ಯತೆ ವೈಶಿಷ್ಟ್ಯಗಳನ್ನು ವಿಮರ್ಶಿಸುತ್ತಿರುವ ಈ ಹೊತ್ತಿನಲ್ಲಿ 'ಮತ್ತೆ ನವೋದಯ'..... ಎಂಬ ಹರ್ಷ ನಡೆದುದನ್ನು ಗುರುತಿಸಬಹುದಾಗಿದೆ. 21ನೇ ಶತಮಾನದ ಅಂಜಿನಲ್ಲಿರುವ ಸಾಹಿತ್ಯ-ಸಾಹಿತಿ ಸಂದರ್ಭಗಳನ್ನು ಅವಲೋಕಿಸಿದಾಗ ವಿಮರ್ಶೆಯ ಪಕಾರಕೆ ಹೆಚ್ಚು ಒತ್ತು ದೊರತದು.

ಆಧುನಿಕ ಜೀವನ ವಿಧಾನದಲ್ಲಿ ಸಾಹಿತ್ಯದ ಹಲವು ವೈರುಧ್ಯಗಳ ಮಧ್ಯದಲ್ಲಿ ಪ್ರಬಂಧ, ಕವಿತಾ ವಿಮರ್ಶಾ ಪ್ರಕಾರಗಳಲ್ಲಿ ಸೃಜನಶೀಲ ಕೃಷಿ ಮಾಡುತ್ತಿರುವವರು ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ. ಕಾವ್ಯ ಪ್ರಕಾರದ ಮತ್ತೊಂದು ಉಪಗ್ರಹದ ಮಕ್ಕಳ ಕವನ ಸಂಕಲನ 'ಬಾರದ ಲೋಕಕೆ ಹೋದಿರಿ ಎಲ್ಲಗೆ' ರಚಿಸುವ ಮೂಲಕ ಮಕ್ಕಳ ಕಾವ್ಯ ಲೋಕಕ್ಕೆ ವಿಶೇಷ ಕಾಣಿಕೆ ನೀಡುತ್ತಿದ್ದಾರೆ. ಪಂಜೆ ಮಂಗೇಶರಾಯರು, ಗೋಪಿಂದ ಪೈ, ಕುವೆಂಪುರಂತಹ ಶ್ರೇಷ್ಠ ಕವಿಗಳ ಕಾವ್ಯದ ಭಾವ ಕೊಂಡಿಯಾಗಿ 'ಬಾರದ ಲೋಕಕೆ ಹೋದಿರಿ ಎಲ್ಲಗೆ' ಮಕ್ಕಳ

ನಾವು ಎಷ್ಟೇ ಆಧುನಿಕತೆ ಹೊಂದಿದರೂ ಬಾಲ್ಯದಲ್ಲಿನ ಮಕ್ಕಳ ಜಿಟ್ಟಿ ಹಿಡಿಯುವ ಆಸೆ, ಅಜ್ಜಿಯ ಮಡಿಲಲ್ಲಿ ಮಲಗಿ ಕುತೂಹಲದಿಂದ ಕಥೆ ಕೇಳುವ ಮುಗ್ಧತೆ, ಅಶ್ಚರ್ಯದಿಂದ ಕಾಮನಜಿಲ್ಲನ್ನು ವಿಲಕ್ಷಿಸುವ ರೀತಿ ಮುಂತಾದ ಹಲವು ಸ್ಮಾರಸ್ಯ ಸನ್ನಿವೇಶಗಳು ಇಂದಿಗೂ ಬದಲಾಗಿಲ್ಲ ಎಂಬುದು ಸಂಕಲನದ ಕವಿತೆಗಳನ್ನು ಓದಿದಾಗ ಅರಿವಿಗೆ ಬರುತ್ತದೆ.

ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ ಅವರು ಆನೆಯಂತೆ ಎತ್ತರದಲ್ಲಿ ನಿಂತು ವಿಲಕ್ಷಿಸಿ, ಇರುವೆಯಂತೆ ನೆಲಕ್ಕಿಳಿದು ಗ್ರಹಿಸಿ ಅರ್ಥೈಸಿ, ಕಾವ್ಯ ಕಟ್ಟಬಲ್ಲ ಸಾಮರ್ಥ್ಯ ಉಳ್ಳವರು. ಅವರ ಸಾಹಿತ್ಯ ಕೃಷಿ, ಕಾವ್ಯ ಹಾಗೂ ಪ್ರಬಂಧಕ್ಕೆ ಸೀಮಿತವಾಗದೆ ವಿಸ್ತಾರಗೊಂಡು ಹಜ್ಜಿ, ಹರಡಿ ಕಂಪು ಸೂಸಲ.

ಉತ್ತರ ಕರ್ನಾಟಕ ಪರಿಸರದ ಭಾಷೆಯ ಸೊಗಡಿನ ಬಲದ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ ಅವರು ವಿಶೇಷ ಮೆಚ್ಚುಗೆ ಗಳಿಸುವಂತಾಗಬೇಕೆಂಬ ಸದಾಶಯ ನಮ್ಮದು.

- ಡಾ. ವಿ.ಎಮ್. ಕಲ್ಲೂರ
ಕನ್ನಡ ಸ್ನಾತಕೋತ್ತರ ಕೇಂದ್ರ
ಜಿ.ವಿ.ವಿ.ನಂಫ, ಬಾಗಲಕೋಟೆ



Name of the Teacher: Dr . Basavaraj. Kumbar

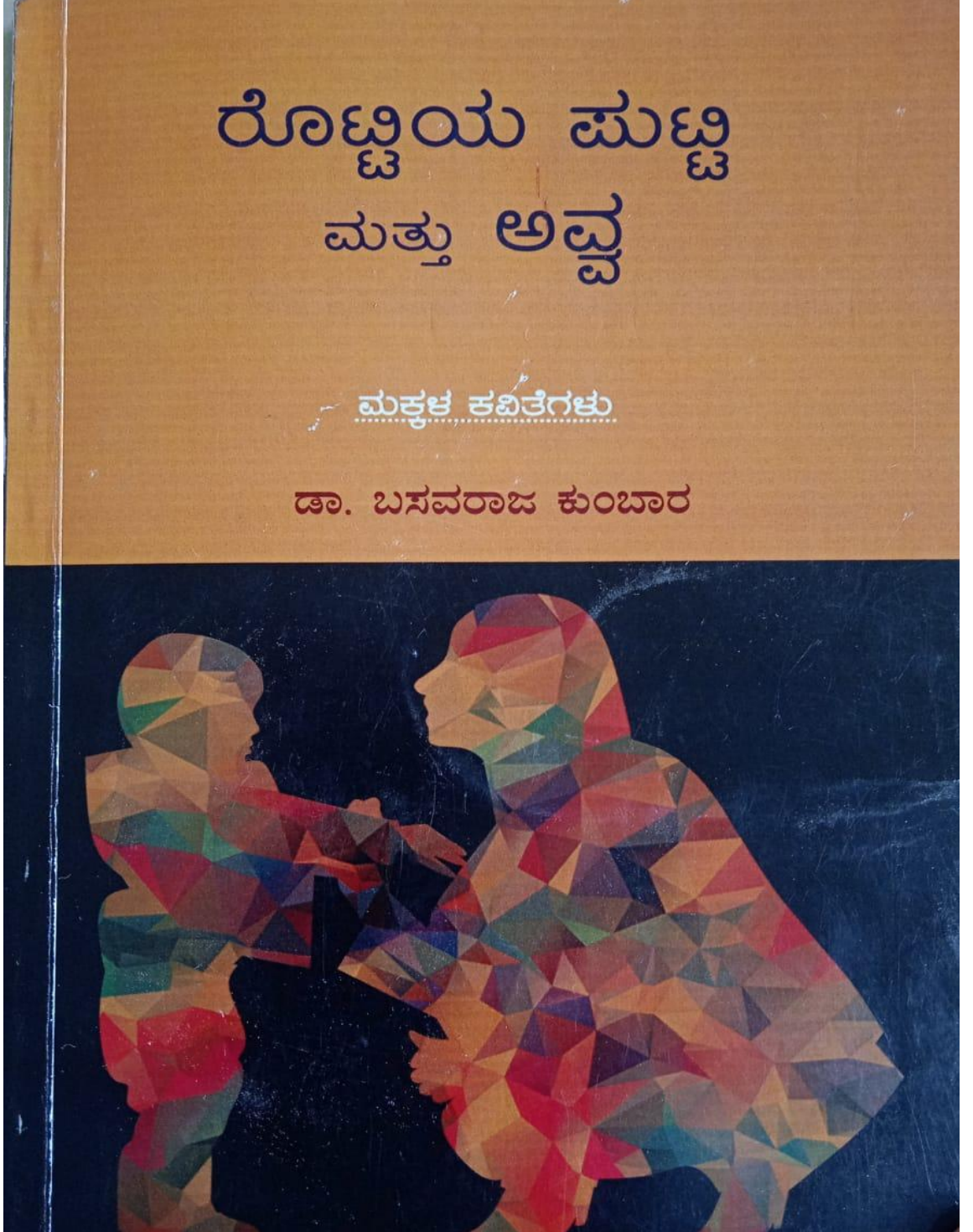
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ರೊಟ್ಟಿಯ ಪುಟ್ಟಿ ಮತ್ತು ಅವ್ವ
(ಮಕ್ಕಳ ಕವಿತೆಗಳು)

ಲೇಖಕರು
ಡಾ. ಬಸವರಾಜ ಕುಂಬಾರ

ಪ್ರಕಾಶಕರು
ಭ್ರಮರಾಂಬ ಎಂಟರ್‌ಪ್ರೈಸಸ್
ಮೈಸೂರು

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ರೊಟ್ಟಿಯ ಪುಟ್ಟಿ ಮತ್ತು ಅವ್ವ (ಮಕ್ಕಳ ಕವಿತೆಗಳು)

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ರೋಷಿಯ ಪುಟ್ಟ ಮತ್ತು ಅತ್ತಾ



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ಪ್ರಕೃತಿಯ ಭಾಗವೇ ಆಗಿರುವ ಮಕ್ಕಳು ಜಂದಿರನನ್ನು ಪರಿಭಾವಿಸುವ ರೀತಿಯೇ ಬೇರೆ. 'ಆಗಸದಲ್ಲ ಜಂದಿರನೂರು' ಅದು ಅಗಣಿತ ತಾರಾ ಲೋಕದ ನಡುವಿರುವ ಊರು. ಅಲ್ಲಿಗೆ ಹೋಗುವ ಬಯಕೆ ಎಲ್ಲ ಮಕ್ಕಳದು. ಅದನ್ನು ಕವಿ ಇಲ್ಲಿ ಹೇಳಿದ್ದಾರೆ. ಅಮವಾಸ್ಯೆ ದಿನ ಕಾಣದೆ, ಹುಣ್ಣಿಮೆ ದಿನ ಕಾಣುವ ಜಂದಿರನ ಬಗೆ ಮಕ್ಕಳಿಗೊಂದು ವಿಸ್ಮಯವೇ ಸರಿ. ಆ ವಿಸ್ಮಯ ಉತ್ತರಿಸಲಾಗದ ಪ್ರಶ್ನೆಯಂತೆ, ಎಷ್ಟೇ ವೈಜ್ಞಾನಿಕ ಉತ್ತರ ಕೊಟ್ಟರೂ ಅದರಾಜೆಗಿನ ಭಾವವಾಗಿ ಕಾಡುವ ಜಂದಿರನ ಕುರಿತ ಮಕ್ಕಳ ಸಂಬಂಧ ಮಾನವ ಸಂಬಂಧದಂತಿದೆ. ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಜಂದಿರ ಪೆಪ್ಪರಮೆಂಟಾಗಿ, ಮೋಡಕೆ ಹೆದರಿ ಓಡುವ ಭಯ್ರಸ್ತನಾಗಿ, ಎಲ್ಲಗೆ ನಾ ಹೋದರೆ ಅಲ್ಲಿಗೆ ಬರುವ ಸಂಗಾತಿಯಾಗಿ ಜಿತ್ತಿನಾಗಿರುವುದು ಇಲ್ಲಿ ನೆನಪಾಗುತ್ತದೆ. ಪ್ರಕೃತಿಯ ಭಾಗವೇ ಆಗಿರುವ ಜಿಟ್ಟಿಯ ಜಂದವೂ ಇಲ್ಲಿ ಕವಿತೆಯಾಗಿದೆ.

ಮಕ್ಕಳ ಒಡನಾಡಿಯಾಗಿರುವ ಬೆಕ್ಕು ಮತ್ತು ನಾಯಿಯನ್ನು ಕುರಿತ ಕೆಲವು ಕವಿತೆಗಳು ಈ ಸಂಕಲನದಲ್ಲಿವೆ. ಬೆಕ್ಕು ಮಕ್ಕಳ ಮನಸಲ ನಬಿರತೆ ಉಕ್ಕಿಸಿ ಕಿಲಕಿಲ ನಗುವಂತೆ ಮಾಡುವುದನ್ನು ಹೇಳುವ ಕವಿತೆಯ ಪ್ರಾರಂಭದ ಸಾಲುಗಳು ಪ್ರಾಸಬದ್ಧವಾಗಿದ್ದು ಓದಿಗೆ ಹಚ್ಚುತ್ತದೆ. ಈ ಸಂಕಲನದ ಶೀರ್ಷಿಕೆಯ ಕವನ 'ರೋಷಿಯ ಪುಟ್ಟ ಮತ್ತು ಅವ್ವ' ಸಂಕಲನದ ಉತ್ತಮ ಕವಿತೆಯಲ್ಲಿ ಒಂದು. ಕಾಗೆ, ಗೂಗೆ, ಮತ್ತು ರೋಷಿಯನ್ನು ಕಾಯುವ ಪುಟ್ಟ ಇವರ ನಡುವೆ ಒಂದು ಹಸಿವಿನ ಹೊಡೆದಾಟ ಮತ್ತು ಮನುಷ್ಯರಿಗಿರಬೇಕಾದ ಮಾನವೀಯತೆ ಎರಡೂ ಮುಖ್ಯ ಎಂದು ಜಿತ್ತಿಸುವುದರಿಂದ ನಿಜಕ್ಕೂ ಮಕ್ಕಳಿಗೆ ತಿಳಿಸಬೇಕಾದ ಪಾಠವಾಗುತ್ತದೆ. ಅಮ್ಮನಿಗೆ ಪುಟ್ಟ ಹೇಳುವ ಮಾತುಗಳು ಹಂಪಿ ತಿನ್ನುವ ಬದುಕನ್ನು ಹೇಳುತ್ತವೆ.

- ಡಾ. ಶಶಿಕಲಾ ಎಂ ಮೊರಬದ



9 789354 264290

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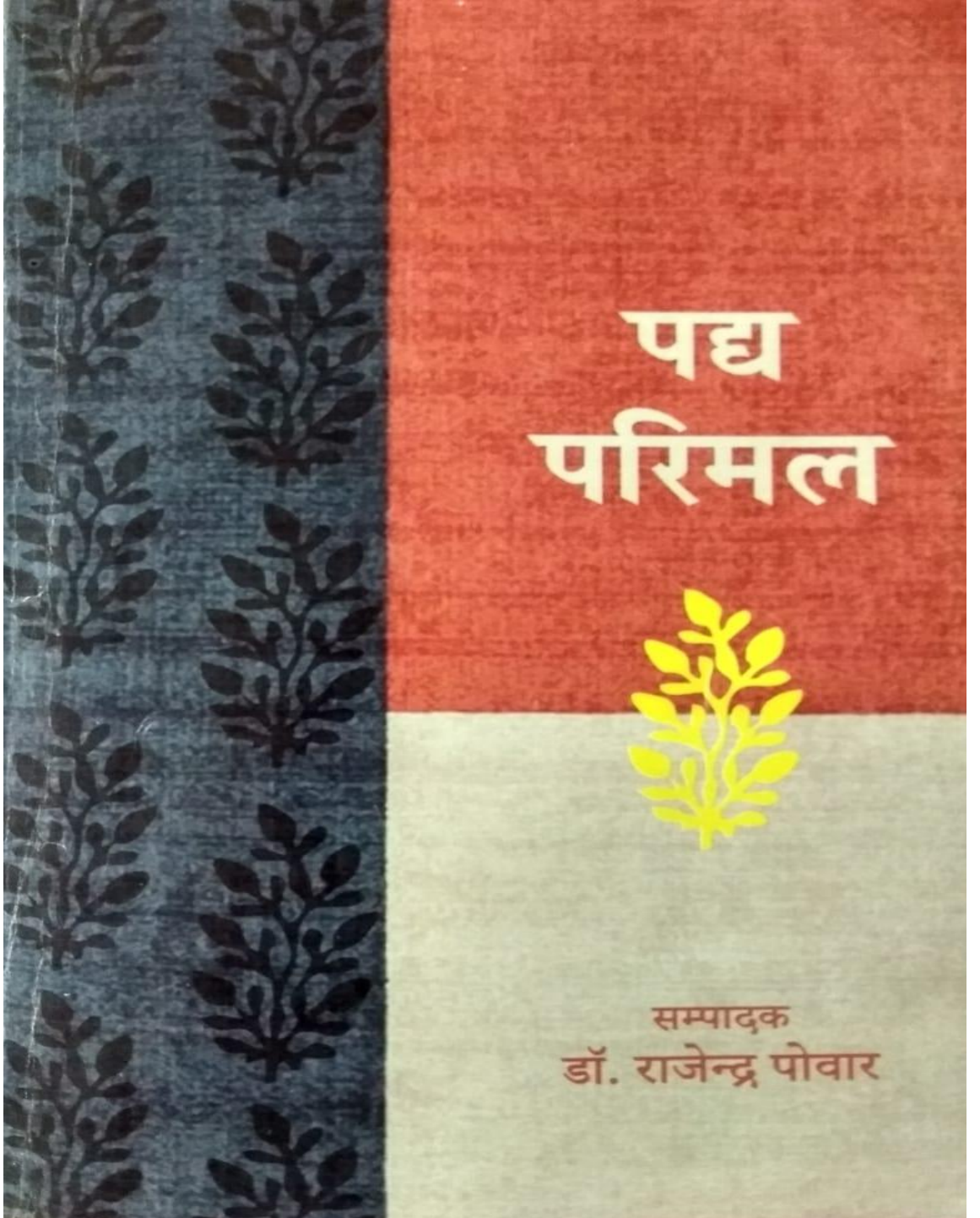
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डॉ. राजेन्द्र पोवार

अध्यक्ष : हिन्दी विभाग

आरपीडी कला तथा वाणिज्य महाविद्यालय, बेळगावी

प्रो. सी. मदन मोहन रेड्डी

असोसिएट प्रोफेसर तथा विभागाध्यक्ष

हिन्दी विभाग

विवेकानन्द स्नातक महाविद्यालय

बेंगळुरु (कर्नाटक)

पद्य परिमल

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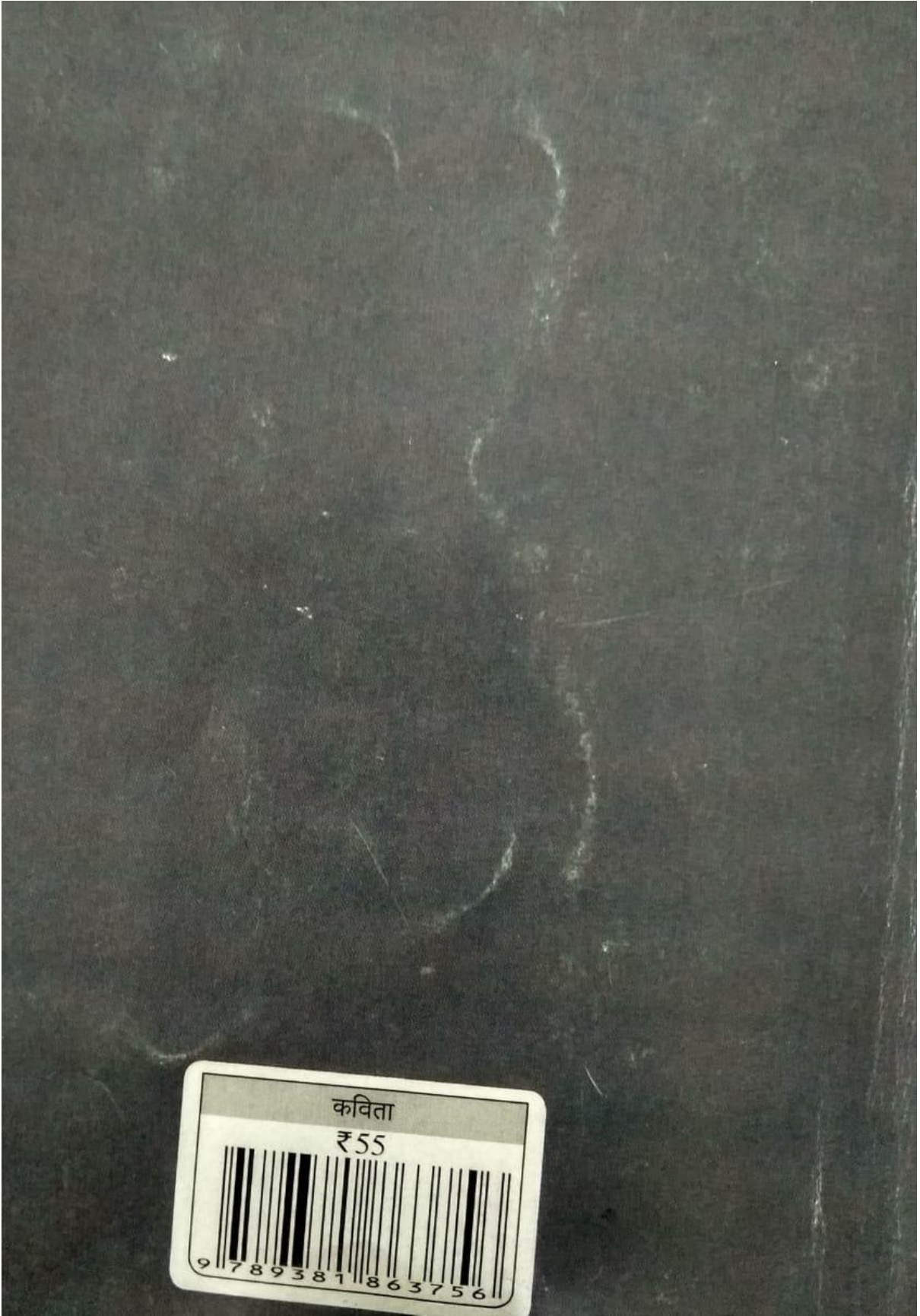
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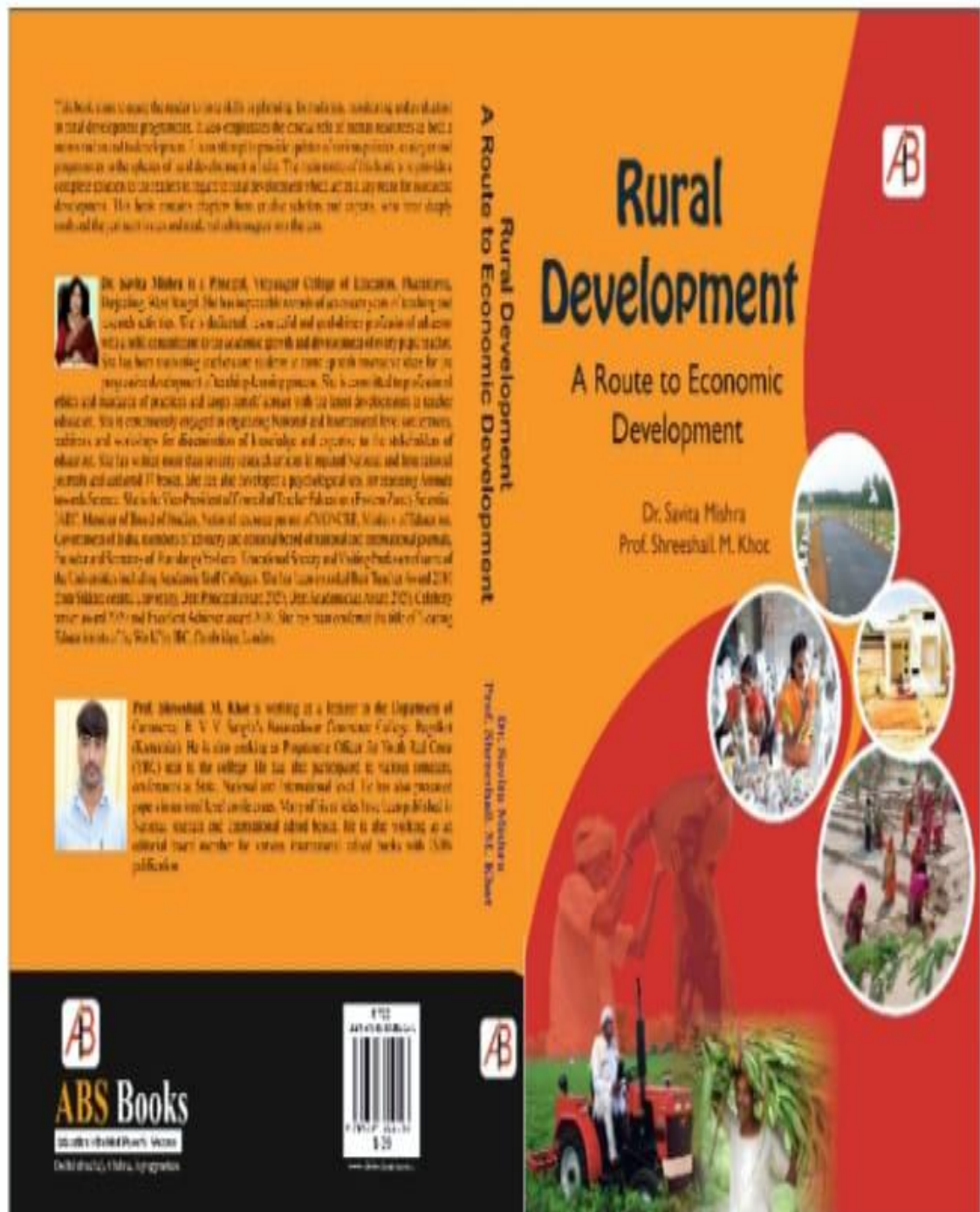
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A Route to Economic Development

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Rural Development A Route to Economic Development

By : Dr. Savita Mishra

Mr. Shreeshail. M. Khot

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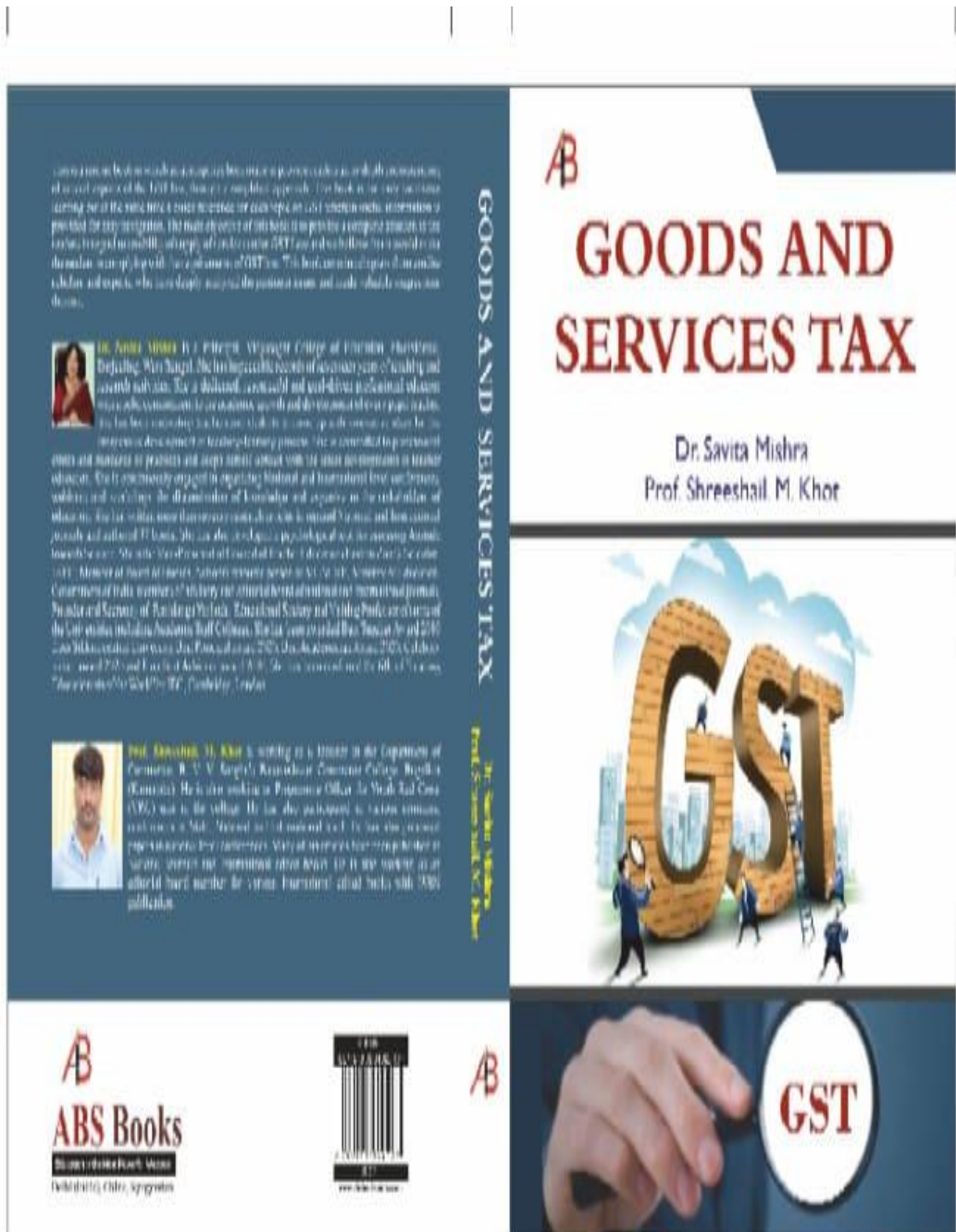
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Goods and Services Tax

By : Dr. Savita Mishra

Prof. Shreeshail. M. Khot

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This book has been prepared to make a comprehensive knowledge on agricultural marketing and rural management. It provides expert guidance to the readers. It attempts to change the existing reality in a large and diverse country and provides an objective evaluation to enable aspirants, farmers and those in policy-making, food business and civil society to make more informed decisions and decisions. It will serve as a reference to a broad spectrum of readers. This book is a compilation of articles, chapters and reports, which have been deeply analysed the pertinent issues and made valuable suggestions to solve.



Dr. Savita Mishra is a Principal, Vidyapeeth College of Education, Phansgaon, Durgam, West Bengal. She has immense areas of research in the field of rural sociology. She has written more than seventy research articles in reputed National and International journals and authored 40 books. She has also developed a psychological tool for assessing Attitude towards Science. She is the Vice-Chairman of Council of Teacher Education (Eastern Zone), Kolkata, (WU), Member of Board of Studies, National Institute of Open Schooling, Ministry of Education, Government of India, member of advisory and editorial board of various, and International journals. Member and Secretary of Ramkrishna Vaidika Samithi, Society and Visiting Professor of several Universities including Academic Staff College, She has awarded Best Teacher Award, 2010 from Siddhinagar University, Best Paper Award 2010, Best Academic Award 2012, Creativity award 2012, Excellent Teacher award 2020, Women Researcher Award, 2021 and Outstanding Scientist Award 2021. She has been conferred the title of Teaching Educationist of the World by IBC, Cambridge, UK for her.



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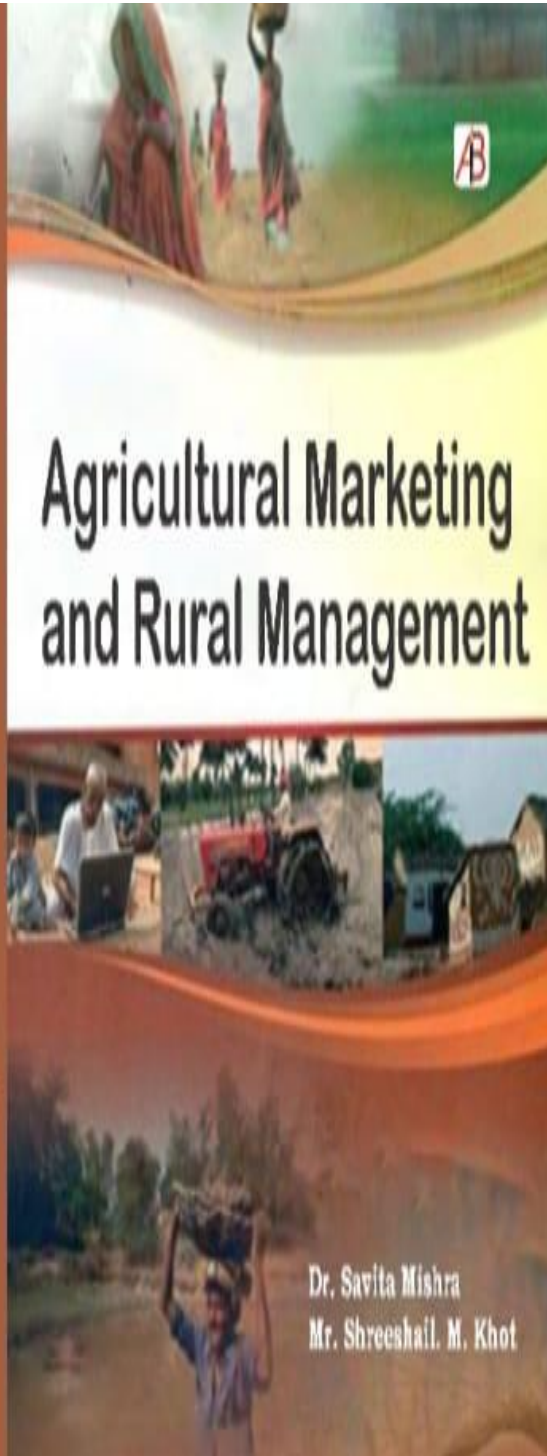
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Agricultural Marketing and Rural Management

Dr. Savita Mishra
Mr. Shreeshaail M. Khot



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Dr. Savita Mishra
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Agricultural Marketing and Rural Management

By : Dr. Savita Mishra

Mr. Shreeshail. M. Khot

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Preface

The World is changing faster than ever before. The dimensions of business are changing creating opportunities, challenges and treats for the players. The concept of market is changing with the changing needs, wants, tastes and preferences of the people. The digital marketplace is also on the boom. Online buyers are expected to jump up to more than 30% by 2021. Therefore, the future of commerce is indicating a monopoly over all business trends in the future.

Today, organizations face rapid change due to globalization or changes in the market conditions. Organizational change is one of the latest and major trends of the management, because it deals with a wide range of functions as well as activities of a company. Simply, organizational change is an approach to shifting/transitioning individuals, teams, and organizations from a current state to a desired future state. The main goal of organizational change is to maximize an organization's benefits, minimize the change impacts on workers, and avoid distractions. The overall directions in which a nation's economy is moving towards achieving the goals and objectives in 21st century, most business managers need to be aware of the prevailing direction of the economic trend for the product markets and countries in which they operate in order to make more accurate and effective plans for their company.

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FOREWORD



Prime Minister Narendra Modi, said; "A cashless economy is secure, it is clean. You have a leadership role to play in taking India towards an increasingly digital economy". His vision toward cashless economy leads to minimization of corruption, accountability of all the transactions, digitalization of transactions, and it will help the country in boosting its economy.

GST is a better approach of charging tax on goods & service as problem which is present in the current indirect tax system can be avoided by adopting GST.

Cascading effect & tax evasion, distortion which is the biggest problem in India can be minimized by implementing GST.

Sri. Narendra Modi's vision is to develop India and minimize corruption in all the sectors. Our Nation's Pitamaha said in those days about corruption Civil disobedience becomes a sacred duty when the state has become lawless or corrupt. And a citizen who barter with such a state shares in its corruption and lawlessness. The concept is very clear from those days now if country has to become strong economy in the world, it has to avoid corruption and illegal keeping currency with high denomination.

In the present era, Corporate Social Responsibility is playing a vital role in growth of Country's as well as World's Economy. The CSR is a tool to get the maximum competitive advantage as well as to increase the market share of an organization. Every organization has to formulate the CSR strategies to cope with the changing business environment. If, organization wants to survive in the market for longer period, it has to formulate Social Responsibility strategy for its stakeholders where it operates its activities. The Government of a Country also initiates for development of CSR strategies but it cannot implement it because of wide area and huge population, with the help of corporate the government implements several CSR activities to its citizen and their standard of living. The corporate also get name and goodwill by formulating and implementing Social responsibilities strategies.

In the 21st century, the size of the market has been become the wider. Now a day, we are seeing there are several sellers are making competition in the market for survival. Present, we are seeing online marketers (Amazon, Flipkart, Snap deal etc) as well as offline marketers. So to survive, to maximize sales, to acquire maximum market share the marketing strategies are very important.

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*Chairman
B.V.V. Sangha
Bagalkote*

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