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Research Journal

**Half Yearly Double Blind Peer Reviewed Journal of
Humanities, Social Sciences, Commerce & Management**

RESEARCH DEVELOPMENT CELL



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Women's Education Society's
**Lady Amritbai Daga College for Women of Arts, Commerce
& Science and Smt. Ratnadevi Purohit College of
Home Science & Home Science Technology**

NAAC - Re-accredited 'A' Grade

[Identified as College with Potential for Excellence (CPE) by U.G.C., New Delhi]

Research Journal
(A Double Blind Peer-reviewed Journal)
Half Yearly Journal of Humanities, Social Sciences,
Commerce & Management

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Editorial

Due to the changing policies, publication of a Research Journal has become a daunting task. Yet we in L.A.D., with a lot of perseverance and patience, have continued to publish Research Journals and are trying to comply with U.G.C. Care List norms. The first step has already been taken up.

We are publishing this first issue of 2018 with a great sense of fulfillment and achievement. The papers in this multidisciplinary research journal focus on the latest trends in the faculties of Humanities, Social Sciences, Commerce and Management. These papers, offering multilingual perspectives, deal with the latest in the field of research and shed light on Open and Distance learning, Women in Corporate Sector, Banking, Management of Information System and Twin Balance Sheet Crisis. Along with these, there are literary papers dealing with *Gramin Sahitya*, *Shayari* and Comparative Literature. Indian Music and its status is also reflected in the myriad aspects of research. Stress Management of U.G. teachers is also dealt with in an interdisciplinary research paper. Hope this issue will be considered as a value addition to the existing field of knowledge.

The contributors of these papers are well known in their respective fields for erudition and scholarship. Hence no major changes have been made in the papers submitted by them (suggestions of experts have been incorporated). The responsibility of the views and opinions expressed in the papers is that of individual contributors.

A panel of expert referees from varied disciplines assiduously and rigorously assessed the papers in this Double-Blind Peer Reviewed Journal and offered insightful comments and suggestions to enhance their quality. Their contribution is being sincerely acknowledged. Our Principal always lends kind support and guidance. We are grateful to her for active help and support. We humbly thank all our contributors of research papers. Shri. Satish Thengdi of Enbitee Enterprises deserves special thanks as he helped in composing and printing of this Journal. Last but not the least, dedication of each and every member of the Editorial Board too needs to be recognized.

We hope that all these research contributions will provide a fillip and boost to further research.

Editor and Editorial Board
Research Journal
Vol. 15, No. (1), 2019

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Role of Floriculture in Women Empowerment in Rural Indian

Bhavana Khapekar

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Abstract

The role of flowers in our life has been immense during the course of the history. The importance of flowers can be traced back to various religious texts, folk tales and myths apart from their use in weddings. Some of the flowers were used as food and are still eaten by many tribes, while others are used as medicines. Early man also recognized the aesthetic role of flowers in fact, some ancient cultures believed that they could appease the spirits of their ancestors by decorating their tombs with a particular type of flower. An essential role of flowers in our life is that it is used to convey emotions and thoughts. Over time a certain meaning has been attached to flowers. And now we have flowers for every emotion, be it love, grief, happiness, or gratitude. They express to your loved ones with the gift of flowers. Apart from that, the role of flowers in life also extends to affecting our moods. The presence of colourful flowers around you soothes you and brightens your mood. The healing properties of flowers have also been proven by scientific research. This paper mainly focuses on Floriculture as a progressing industry of India and its challenges and opportunities.

Keywords - Floriculture, Sustainable Development, Progressing Industry, Horticulture.

Introduction

Floriculture is a discipline of Horticulture and it includes cultivation of flowers and ornamental plants for selling or for use as an input material in cosmetic industry as well as in the pharmaceutical sector. The present-day floral industry is one of the most dynamic and fast-growing industry, which has achieved significant rate of growth during the past few years and has extended worldwide with the major paradigm shift of production centres from developed to developing countries. India is also interested to

emerge as an important production base for floriculture output. Irregular climatic conditions, genetic variety, versatile human resources etc put India a unique scope for enormous employment of existing resources and exploration of avenues yet untouched. Floriculture is the progressing industry of India as it offers excellent self-employment and good remuneration for the small and marginal farmers in rural areas especially Women. Floriculture is taking strong roots in India, which is emerging as a reliable floriculture supplier to the world. Keeping in view the

paramount importance of promotion of floriculture development in the country, and recognizing the importance of the sector's contribution to national agricultural economy, the Government of India has introduced many developmental programmes mainly through the schemes of Ministry of Agriculture (National Horticulture Board, National Horticulture Mission, Horticulture Mission for North East & Himalayan States etc.) and Ministry of Commerce (APEDA).

Government has always been supporting the growth of this industry by offering incentives like:

- Setting up of floriculture units for producing and exporting flowers with technical support from Israeli and Dutch consultants,
- Tax benefits are offered in form of tax holidays and exemption from certain duties,
- Financial support is offered for setting precooling and cold storage units, using improved packing material
- Setting up agricultural export zones in association with the state government to provide remunerative returns to farming community engaged in floriculture.

Literature Review

- **Horticulture Statistics at a Glance 2015, National Horticulture Board**, focused that the development achieved in the horticulture sector is indicative of the fact that there is growing demand for horticulture produce. Availability of timely relevant information in this sector will certainly improve the socioeconomic conditions of Indian farmers by providing self-reliance besides environmental protection.
- **Flower fascination: India set to be floriculture trade leader by Vishwa Mohan, (Times of India, Feb 14, 2016)** clarifies that the India's share in global floriculture trade may not be significant but the country has, of late, shown enough potential to eventually turn itself as a favourite destination lower importers in near future. Surprisingly, the small land-holding pattern, considered a handicap for the country's agricultural production, comes as an advantage in floriculture due to its 'low volume high value' character.
- **According to statistics indicated in the Handbook on Horticulture Statistics 2019**, the total area under flower crops in 2017-18 was 232.70 thousand hectares. Total area under floriculture in India is second larg-

est in the world and only next to China. Production of flowers was estimated to be 1729.2 MT of loose flowers and 76731.9 million (numbers) of cut flowers in 2017-18. Fresh and Dried cut flowers dominate floriculture exports from India.

- **IMARC's new report "Indian Floriculture Market Report & Forecast: 2012-2017"** gives an statistical insight into the floriculture market of India. The research study serves as an exceptional tool to understand the market size, area under floriculture, competitive landscape, structure, production, and the outlook of the floriculture market till 2017-18. This report can serve as an excellent guide for researchers, consultants, investors, marketing strategists and all those who are planning to enter into the floriculture industry in India in some form or the other.

Objectives of Study

1. To understand the growth of Floriculture in India.
2. To study the Opportunities and Challenges of Floriculture in India.

Research Methodology

The study is based on secondary data availed from various sources of information such as Books and Various websites.

Limitations

The study contains the use of secondary data collected by other sources which may have some deficiencies.

Social Benefit of Floriculture for Women in Rural India

Flower consumption in India, is auspicious for numerous reasons such as many festivals, rituals, religious activities, marriages and other functions, decoration for all the function along with increasing modernization and per capita income. This has forced India to become a floral super power of the future. A huge domestic market witnesses a high-quality export-oriented flower production by providing a strong competitive environment. India, Bangladesh, Sri Lanka, china and Pakistan and other countries of the region make South Asia, the world's big market and India is emerging as world's fastest growing flower market. Indian floriculture market that can simultaneously create a million jobs in the rural areas. Surely, many factors are conducive for the growth of floriculture in India and to meet the growing needs of both domestic and export markets. Social Benefits of Floriculture in Villages is also tremendous. The production of flowers is an ancient occupation in India. The national flower, lotus has been frequently men-

tioned in the ancient Hindu Vedic texts written in Sanskrit language. In spite of this, the flower trade did not find a place in the horticultural literature for centuries. Till the 1960s, the flower trade was restricted locally within villages and towns where women primarily grew and sell various types of flowers in the neighbourhood since fresh flowers could not survive a long journey to elsewhere. This situation has changed during the last few decades. Farmers are now growing different flowers both for domestic market and export purposes and the fresh flowers are now moving long distances due to the availability of air transport and refrigerators. Villages where floriculture is expanding, attracting local government support to build infrastructure such as roads, schools and health facilities. Women who grow flowers in rural areas have gained opportunities to interact with outsider business communities and traders; they are no longer shy to approach government officials and NGOs on behalf of their villages to negotiate assistance for sustainable development projects. The floriculture business in villages has empowered women to take up unconventional jobs such as site supervisors, nursery raisers, or village agricultural extension workers. More and

more women are also participating in the village councils as Panchayati Raj. Besides, the women have learnt to market their value-added flower products (garlands, bouquet, etc) locally and nearby towns during festivities, cultural ceremonies, religious functions. The flower industry has transformed the poor rural women to mobilize as a group to take various activities such as dairy cooperatives, savings and credits, floriculture groups, horticulture groups, etc. They became more vocal in community development. The small-scale floriculture in rural areas has undoubtedly energized and empowered rural women to enhance their livelihoods, economy and local ecology. Thus, it has the potential to contribute immensely for sustainable development and empowerment of Rural women in India.

Challenges Before The Indian Floriculture Industry

India's share in world floriculture trade has been negligible compared to some other countries the reasons being

- Quality parameters are high internationally, like output free from diseases, proper handling at various stages of transport etc anything less than this will not be tolerated.
- Availability of dedicated cold storage facility at airports, farms are

very low, airlines too prefer less volume cargo making things more difficult for exporters.

- Size of farms in India is quite small as compared to some countries thereby there is no economies of scale.
- Most of farmers depend on seeds imported from other countries for which they pay high royalty this increases cost of planting material.
- One of the major issues is environmental cost, use of chemicals in cultivation which affect the final output and health of workers is also major cause of concern Suggestions for improving fortunes of Indian floriculture industry.

Opportunities for the Indian floricultural sector is immense following measures can be undertaken to improve the reach and appeal of Indian floriculturist.

- Improvement in infrastructure facilities for transport of flowers for export market, increase in cold storage facilities for preserving flowers
- Workshops on floricultural skills, introduction of new cultivation

techniques, a strategic alliance with tourism industries.

- Promotion of floricultural products by local and national governments with targeted marketing to new customers (e.g. government departments, hotels, tourists),
- Postharvest production, information and management.
- Genetic improvement of cut flower varieties.
- Research priorities at flower research institutions throughout could be directed towards developing innovative solutions which supported global sustainability.
- In addition to above measures, unifying the image of flowers produced in Asia to create an identity of Asian floriculture would be bold step.

Conclusion

It is necessary to emphasize that cooperation and commitment, in terms of education, research, funding, and communication from government is necessary for Indian flower industry to succeed in commercial floriculture worldwide.

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A Study of Music Intervention on Hypertensive Females

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Abstract

Hypertension or BP is a malady which is found to be on the rise in general population. Along with biological and psychological factors, music also affects the BP. Hence music intervention was studied on diagnosed female hypertensives. For the Present study, hypertensive females of the average age group of 55 years, were selected as the sample and the effect of music intervention on their systolic and diastolic BP was analyzed on two groups, experimental (N=55) and control group (N=54) from Nagpur city. The experimental group was exposed to music intervention consisting of light music and instrumental classical music for seven consecutive days, for the duration of 30 minutes per day. The systolic and diastolic BP of both the groups was recorded. Student t test was used for statistical analysis of data. The results showed that the t-values for post-first and post- last systolic and diastolic BP were statistically significant ($p < 0.01$) thus indicating that Music intervention helps to significantly reduce both systolic and diastolic BP measures in hypertensive females. Hence Music can be used as an adjunct therapeutic intervention strategy for patients suffering from hypertension. Music therapy may be made a part of the overall comprehensive treatment plan for the hypertensive patients.

Keywords - Hypertension, Blood pressure (BP), Systolic, Diastolic, Music Intervention.

Introduction

Hypertension or high blood pressure is a serious medical condition. It happens when the force of the blood pumping through the arteries is too strong.

It is a malady which is found to be on the rise in general population. Apart from biological factors, a number of other factors such as obesity, lifestyle and stress also contribute in bringing about hypertension. Therefore, the treatment for this disease also has to be comprehensive and multimodal.

Most commonly hypertension is treated by diuretics or beta-blocking drugs, which may have adverse side effects. The side effects and cost of anti-hypertensive drugs have stimulated the search for a non-pharmacological approach to control BP either as a first line or adjunct treatment.

Today, along with Meditation, Yoga, Reiki, Sui-jock therapy, Naturopathy, Art therapy, Cognitive behavioral treatments etc., Music therapy is gaining recognition and popularity as a therapeutic tool in the field of healing.

Unlike all other wellness systems, music possesses a unique characteristic of affecting all the faculties of a human being including mental, physical, psychological, emotional and spiritual.

There has been immense research indicating the therapeutic value of music all over the world. A study revealed that listening to Indian classical music for just 30 minutes daily reduced the ambulatory blood pressure in the patients suffering from mild hypertension.

Although a number of studies have revealed the therapeutic value of music, very few have attempted to give it an empirical status by quantifying and analyzing the data statistically. Hence, the present study aimed at understanding the effect of music on blood pressure (systolic and diastolic) of females who were diagnosed as being hypertensive.

Rationale

Earlier males were thought to be more vulnerable to BP compared to females. However, the statistics do not agree with this earlier belief. Studies reveal that females are equally prevalent to hypertension as males. In fact, the rates for hypertension in percentage are projected to go up to 22.9% for males and 23.6% for females by

2025. Though high blood pressure is not directly related to gender but throughout a woman's life, health issues like pregnancy, pregnancy prevention and menopause can increase the risk of developing high blood pressure. Earlier studies suggested that, high blood pressure in women can prove to be more dangerous than in men. The researchers found that women with high blood pressure have a significantly higher risk for vascular disease than men who have the same elevated blood pressure.

Hence, hypertensive females were selected as the sample for the study.

Problem of the study

Will Music intervention influence BP count (systolic and diastolic) of diagnosed hypertensive females?

Objective

To study the effect of Music intervention on systolic and diastolic BP of diagnosed female hypertensives.

Hypotheses

- Experimental group (exposed to music) and control group (not exposed to music) will not differ significantly in their systolic BP count.
- Experimental group (exposed to music) and control group (not exposed to music) will not differ

significantly in their diastolic BP count.

Method

Sample

- The sample was purposive.
- The sample included 100 diagnosed hypertensive females whose average age was 55 years. Only hypertensive subjects having systolic BP >=140 mm Hg and diastolic BP >=90 mm Hg were included for the study from Nagpur city.
- The subjects were on regular medication.
- The present study consisted of two groups, experimental (N=55) and control group (N=54).

Data Collection

Measures of systolic and diastolic BP (before and after intervention) were obtained for both the groups using ‘Direct Observation’ method.

Type of Intervention and Duration

The experimental group was exposed to music intervention for seven consecutive days, for duration of 30 minutes per day. Music intervention consisted of light music and instrumental classical music.

Pre and post intervention measures for systolic and diastolic BP were obtained for experimental group. The

measures for the control group without intervention were also obtained for comparison.

Study Design

In this study a “Between Group” design was used and the data is tabulated in table 1 & 2 and graphs are plotted accordingly. Student t test was used for statistical analysis of data.

Table 1. Showing Mean, SD and t value for Post - last systolic BP measures for Experimental and control group

Group	N	Mean	SD	t value
Exp	55	128.51	14.24	5.58**
Ctrl	54	143.20	13.19	(p<0.01)

df = 107 table value 0.05-1.96 0.01-2.58

Table 2- Showing Mean, SD and t value for Post- last diastolic BP measures for Experimental and control group

Group	N	Mean	SD	t value
Exp	55	79.51	9.22	5.65**
Ctrl	54	87.65	5.42	(p<0.01)

df = 107 table value 0.05-1.96 0.01-2.58

Results

The obtained t-values for post-last systolic and diastolic BP were statistically significant (p<0.01). The experimental group (exposed to music intervention) shows a significant decline in the systolic and diastolic blood pressure as compared to the control group.

Conclusion

Music intervention helps to

significantly reduce both systolic and diastolic BP measures in hypertensive females. Hence Music can be used as an adjunct therapeutic intervention strategy for patients suffering from hypertension. Music therapy may be made a part of the overall comprehensive treatment plan for the hypertensive patients.

Implications

- Soothing music can be used along with or as an adjunct to pharmacotherapy for hypertensive patients.
- The findings of the study can be generalized as the sample size was sufficiently large.

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Socio-economic and Working Conditions of Child Ragpickers in Nagpur City

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Abstract

Ragpicking is a form of child labour and considered to be one of the most inferior economic activities in the urban informal sector, usually performed by children hailing from under privileged sections of the community and whose socio-economic conditions are backward. Children are dragged or pushed to this profession as they contribute meagerly to the family income. Generally children aged between 6 to 15 years who are illiterate and do not possess any skill are seen in this profession. In the contemporary fast-growing globalized world ragpicking and collection of other used goods has been an emerging business in Nagpur city, it is due to the fact that collected materials can be recycled and reused. It is also observed that very little work has been done about the conditions of child rag pickers of Nagpur. The various studies on child rag pickers have presented a dismal condition of child re-engaged in this profession. The process of globalization has worsened and degraded their socio-economic conditions of ragpickers. With reference to this backdrop the proposed study aims to explore the socio-economic and working conditions of child ragpickers in the Nagpur city and it may help to explore intricacies of child ragpickers of Nagpur and reflect on the need to bring about a change and development that will favour the socio-economically deprived sections of the society.

Keywords - Ragpicking, Child ragpickers, Socio-economic conditions.

Introduction and Review

Child labor in our society exists in diversified forms is an inhuman practice and against all ethics. It is observed that due to lack of human awareness, people and the system at large did not pay any attention to the deprived people in general and child labour particular (Rehman, 2002). Challenges of child labour in under developed and developing countries like India is alarming and rampant which has resulted in poverty and so-

cio-cultural turbulences. Regardless of various legislative efforts and enactment of laws, deep concerns are being expressed by social activists and academicians from time to time, the impending problem is not under control rather on the rise (Shandily Tapan Kumar and Khan Shakeel Ahmed, 2006). Ragpicking is severe and worst form of child labour. The most unhygienic, dangerous job in scrap collection is ragpicking. The children of poverty stricken Schedule Caste/

Schedule Tribes/ Other Backward Classes SC/ST/OBC castes) or slum dwellers are engaged in such activities. They are found collecting waste materials of plastic, tin, iron, bottle from garbage and dirty places of urban areas. Several studies view that rag-picking is one form of inferior economic activities in urban informal sector which is largely undertaken by children belonging to weaker sections in the society for survival and family income. In the course of their engagement in this profession they face severe health problems and skin diseases (Misra, 2004).

According to a study by Kamat, it is observed that child ragpickers hail from very poor socio-economic background and are basically illiterate belonging to rural immigrant families. Due to lack of income, they resort in sending their children to ragpicking (Kamat, 1999). In a study regarding the educational status of child ragpickers, Deepak Saxena in his report found that almost 94% of ragpickers are illiterate and other 5% are educated only upto primary level which is very grim and disappointing. He also opined that child ragpickers are subjected to exploitation and examined the nature of exploitation of child ragpickers and explained how middle-men

are benefitted in the process. A study by Steinert Mari views the health conditions, problems and impact of environment on ragpickers. The out-come of the study suggests that due to filthy environment, child ragpickers are vulnerable and easily susceptible to various health hazards, respiratory problems, skin diseases and other allergies. Majority of child ragpickers are addicted to substance abuse and alcohol. According to another study by Singh, it is observed that a majority of the child ragpickers have behavioural problems and tend to be very anxious, aggressive and unsocial. The findings suggest that improper socialization and lack of parental care are main reasons for such kind of behaviour. In a study conducted by Mita Bhadrain "Girl Child in Indian Society" reveals that most of the girl who worked as rag pickers belongs to very poor families and are illiterate. Their parents are mostly landless labours or small land labours and most of them live in slums. These children belong to the under privileged and socially disadvantaged sections of the society.

Statement of the Problem

In the urban areas of Nagpur city apart from ragpicking it is generally found that the other categories of engagement of children in informal work

are in the activities of pasting, labeling, wrapping, packing etc. It is also seen that few children engage themselves as hawkers, ragpickers, newspaper-sellers, peddlers, coolies and shoe shiners. Amongst various causes of child labour, unemployment, poverty and indebtedness of the households are the most important causes to work. Within this framework child ragpickers were studied as they did not possess any skills and technical knowledge and were educationally less qualified, they did not find any other way out rather resorted to rag picking as it was an easy source of daily income. Therefore, attempt is made by the researcher to examine the socio-economic factors, nature of work and working conditions which influence ragpicking.

Operational Definition of the Problem

According to the researcher Ragpicker can be defined as an individual who were aged between 12 to 16 years, with low educational qualification, lack of skills, lower economic background, migrants from other parts, belonging to weaker sections and engaged in collecting waste and dumped materials.

Objectives

The problem under the proposed

study has been taken up for investigation keeping in view the two objectives.

- To understand the socio-economic status of child ragpickers.
- To assess the working conditions and exploitation of child ragpickers.

Research Design

This research study is mainly analytical cum descriptive in nature. The focus of the proposed study will be to describe the socio-economic and the working conditions of child ragpickers of Nagpur city. Different variables of independent and dependent in nature will be examined with respect to knowing the conditions of child ragpickers engaged in this profession.

Methodology

The proposed empirical study would involve analytical as well as descriptive pattern of research designs. Keeping in view the constraints of time, energy and money, the researcher would restrict himself to a sample of 30 child ragpickers of Nagpur city was examined for the study. Interview schedule was used as the major tools of data collection. The sampling technique adopted was Purposive Random Sampling method. For the primary data, a structured interview schedule was administered. The secondary

sources of data include, Government Gazetteers, Census reports, besides the relevant books, articles, magazines, newspapers reports and clippings, to substantiate the analysis of primary data.

Data Analysis and Interpretation

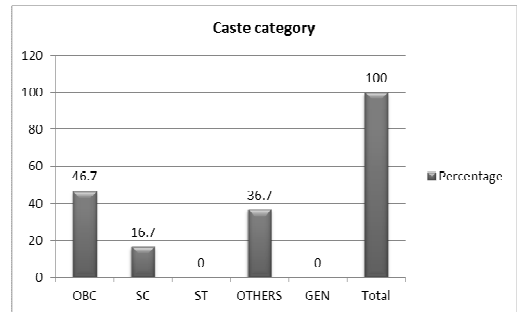
Age plays a very important role in the development of society. In this context the data was collected in order to understand the engagement of children in ragpicking work. It was found that 56.7 per cent of children joined the ragpicking work in the age category of 14-16 years, 20 per cent of the youths were above 18 years who were engaged in this work. It was observed that 13.3 per cent represented 16-18 years category and 10 per cent of the respondents represented 12-14 years.

In the study it was observed that 73.3 per cent of the total respondents were males who were engaged in the work. It was also found that 26.7 per cent were represented by the females in the study. There were no respondents in the transgender category while conducting the study.

From the graph represented below it can be found that 46.7 per cent of respondents belong to OBC category, 36.7 per cent of the respondents represented the others categories, 16.7 per-

cents of the respondents were from the SC category and there was no representation from the ST and General category.

Graph 1. Caste category



It was found that 76.6 per cent of rag pickers live in the joint family while 23.3 per cent are from the nuclear family. The family size depends upon the no the members present in the family. It was found that 66.7 per cent of child rag pickers informed that their family size is large above 4-6 members, 23.3 per cent child rag pickers family size has more than 6 members while 10 per cent of rag pickers are living are living with 2-4 members in their family.

Ragpickers sustain themselves by collecting, sorting and segregating waste and then trading. It was found that 33.4 per cent of rag pickers are involved in this work due to poverty, 66.6 per cent rag picker are engaged to be self-dependent. Data collected revealed that illiteracy and unemploy-

ment were not much responsible for joining the work hence being self-dependent is much important for children in order to work and earn for self and survive.

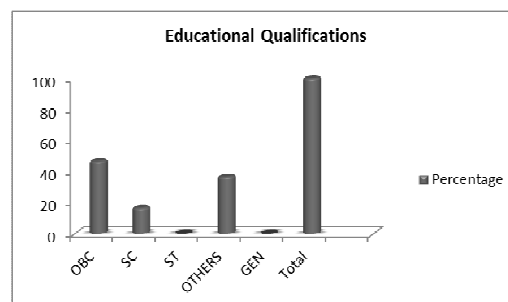
Table 1.1. Reasons For Joining Work

Sr. No.	Reasons	Freq- uency	Percen- tage
1	Poverty	10	33.4
2	Illiteracy	0	0.0
3	Unemployment	0	0.0
4	Self-dependent	20	66.6
	Total	30	100

From the data collected it seen that 76.7 per cent of rag pickers are working between 4 to 6, 13.3 per cent of child rag pickers are working from between six to eight hours and 10 per cent of child rag pickers are working between two to four hours.

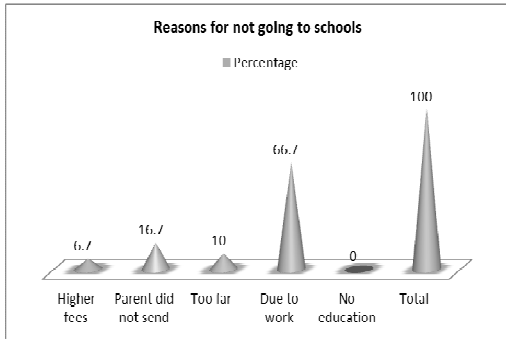
Parent's occupation plays very important role in the future development of their children. From the data it is revealed that 40 per cent of the rag pickers fathers were engaged in the occupation of rag picking, while 26.7 per cent of rag pickers fathers were unemployed. It was found that only 13.3 per cent of the rag pickers fathers were employed and 10 per cent of the fathers were working as labourers. The data collected reveals that 60 per cent of child rag pickers attended the school at some point of time later they dis-

continued whereas it was found 40 per cent of the child rag pickers did not had the opportunity to attend the school due various socio-economic reasons. It was observed that 33.34 per cent of child rag pickers are educated upto primary, 33.33 per cent child rag pickers were illiterate and had no education, 10 per cent of the child rag pickers attended and were less educationally qualified till middle and secondary level. There was no incidence of rag picker seeking higher secondary education.



Graph 2. Distribution of respondents by Educational qualifications

From the data it can be construed that 60 per cent of the child rag pickers attended the school at some stage in their entry level and later on discontinued. It was also seen that 40 per cent of the respondents did not attended the school and were deprived of education due to poor socio-economic conditions.



Graph 3. Distribution of respondents by giving reasons for not attending schools

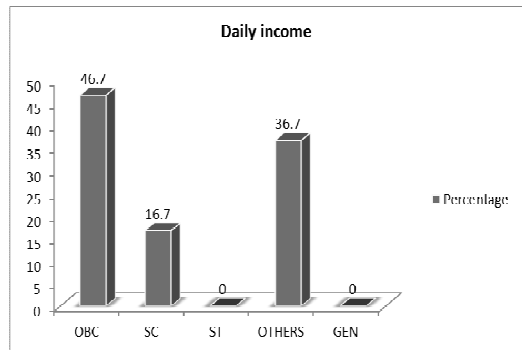
From the above table it can be seen that 66.7 per cent of children did not attend the school due to work, 16.7 per cent of children did not attend the school because of parents did not send them, 10 per cent of children did not go to school due to too far distances and 6.7 per cent of children didn't go to school because of higher fees.

The researcher asked the child rag pickers whether they wish to continue schooling and seek education. Majority of the child rag pickers opined that they wanted to pursue and attend school as they realized that education is only instrument that can aid and empower their economic conditions. From the data collected it revealed that a strong majority 80 per cent of child rag pickers was interested to attend the school but due to poverty they were into this profession. It was opined by 20 per cent of the child rag pickers that they did not have any interest to attend the school.

Table 1.3. Family Monthly income

Monthly income	Frequency	Percentage
Rs 5000 - Rs 10000	5	16.67
Rs 10000 - Rs 15000	25	83.33
Rs 15000 - Rs 20000	NA	NA
Above Rs 20000		
Total	30	100.00

Family income is one of the major factors in the overall development of the children. From the above data, it is clear that 83.3 per cent of the respondents received a family income between Rs 10,000 to Rs 15,000 and 16.6 per cent received between Rs 5000 to Rs 10,000.



Graph 3. Distribution of respondents by Daily income

Economic factors play a vital role at the family level. The sources of income are one of the major yardsticks to alleviate poverty and move to better standards of living. In this study the researcher was interested to examine the income level of the respondents and therefore asked about their daily

income. From the graph above it was found that strong majorities 83.3 per cent of child rag pickers were earning daily an income of Rs. 200 and above and it was claimed by more than 16.7 per cent of the child rag pickers daily income was around Rs.150 to 200.

Table 1.4. Working area

Sr. No.	Working area	Frequency	Percentage
1	Dumpyard	26	86.7
2	Colony trash bins	2	6.7
3	Road site bins	0	0.0
4	Other specify	2	6.7
	Total	30	100

In the study conducted the researcher found that most of the child rag pickers spend their time in the Bandewadi dumping ground at Pardi, Nagpur. The respondents after collecting the rags were resting in a place and answering my students. The above table shows the distribution of the places where the children work or spend most of their time where it is found that 86.7 per cent of the children spent most of their time in the dumping area where 6.7 per cent children spent their time in colony trash bins and 2 per cent did not specify the exact place which they had mentioned.

The researcher was interested to find out whether monotonous work

and repetitive routines caused boredom, fatigue and less efficiency among the child rag pickers. From the data collected it was found that total majority 100 per cent of the respondents opined that repetitive & monotonous nature of work did not affect the physical as well as mental health of the children.

The researcher was keen to find out who introduce the rag pickers to join the work. From the data collected it may be construed that the 50 per cent of the total respondents opined that they by themselves joined this work. It was also found that 23.3 per cent of the respondents were introduced to work by their relatives and 26.7 per cent of the respondents were compelled to work due to family problems. There was no incidence of bondage to join this work.

Exploitation of child rag pickers is a serious issue in India. Hence it is important to consider this aspect by the researcher. The above data reveals that none of the respondents faced exploitation at their work place. The researcher was trying to explain them about exploitation but as they were from lower age category they could not respond to the question on exploitation. Based on the data collected it can be deduced that the respondents who

were surveyed felt that there was no incidence of exploitation at the work place at Bandewadi dump yard. The researcher could not get any details regarding the aspects on exploitation as result suggested that the child rag pickers were not comfortable in responding to the question on exploitation. Moreover, they were surprised to know that such thing occurs due to their lesser age and hence it may concluded that as they continue in this same occupation in later stages they may come across exploitation. Hence it was not applicable to the respondents.

Conclusion

The study conducted enabled to develop certain keen insights into the prospects and challenges of child rag-pickers in the urban locality of Nagpur city. It is also observed that very little work has been done about the socio-economic conditions prevailing among the child rag pickers of Nagpur city. The various studies on child rag pickers have presented a dismal condition of child re-engaged in this profession. The process of globalization has worsened and degraded their socio-economic conditions of ragpickers. It can be summed up that the child rag pickers in the study were aged between 12 to 14 years mostly males representing Hindu religion dominantly

from the city outskirts and representing the weaker and underprivileged sections mostly from the OBC caste category. As they were educationally less qualified attended school but discontinued due to financial constraints took the work of rag picking at a tender age. It may deduced that the major motivating force which drove the child rag pickers to join work was self-interest as the nature of work did not demand any skills and education qualifications. The major reasons were poverty. The overall socio-economic background of the child rag pickers was low and dismal. It was informed that repetitive and monotonous work did not affect their health. Rag picking work was their own personal decision. The other reason for child rag pickers to join work was relatives pressure and a matter of easy availability of work without any skills. In few cases they were doing this work out of compulsion probably due to family or financial pressure and lastly there was no incidence of bondage. Working hours ranged from 4 to 6 hours in few cases even more than that. Child rag pickers work mostly in the dumping areas of Bandewadi dumping ground and colony trash bins where they stay nearby. Daily income of a child rag picker was above Rs. 200. Only very few of them

it ranged between Rs.150 – Rs. 200. There was no incidence of exploitation at their work place as they were from lower age category they could not respond to the question on exploitation.

Hence it is concluded that there is no incidence of exploitation at the work place at Bandewadi dump yard as per the findings of the study.

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Gendered Lives : Deconstructing Gender Normativity in The Mahabharata

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Abstract

Mahabharata is the most revered and studied epic from India. It is said to contain all human emotions and experiences. Mahabharata has been at the centre of research and scholarly discourse for a long time. The characters depicted in the Mahabharata have always found some form of representation in society. The epic has often been studied for the role it plays in history, mythology, language, anthropology. Rewritings of the great epic has illuminated hegemonic practices which persist in society and these depictions are hailed for providing a voice to previously marginalised characters. In today's changing world, it is imperative than ever to listen to the voice of the suppressed. These Mythological Fiction narratives depict how individual agency often crumples beneath sanctioned societal norms and practices.

Keywords - Mahabharata, Gender, Shikhandi, Draupadi, Mythology, Masculinity.

Introduction and Review

In the Mahabharata, sometimes, gender acts as a handicap. Many are robbed from attaining their potential due to set gender rules. Life of the Mahabharata period is gendered and those who refuse to adhere to these gender norms are termed as non-conformists. Devdutt Pattanaik, in his book "Shikhandi and Other Tales they don't tell you" focuses on these downtrodden characters whose lives are often eclipsed by the 'heroes' in Mahabharata. Through several legends Pattanaik tries to trace the lineage and organic fabric of Shikhandi. According to one legend, King Dhruvad has a child who

is born a girl but the God's ask her to be brought up as a boy. This leads to Shikhandini/Shikhandi leading an extremely confused life in terms of gender identification. Dhruvad has always wanted a son in order to exact revenge on Dronacharya, and Shikhandi is raised and trained as a male in order to fulfil this revenged desire. On growing up, Shikhandi starts identifying with the gender he was born with more and starts showing effeminate traits. Thus, rises the legend of a transgender warrior, feared and mystified at the same time. Another legend states that Shikhandi, in his previous birth, was the jilted Amba. Amba was the princess of

Kashi who, along with her sisters, was abducted by Bhishma from her swayamvar to marry his brother King Vichitravirya. Amba refuses Vichitravirya, on account of her love of Salva, and is sent with utmost honour to Salva. Salva rejects her as he believes she is Bhishma's alms to him, and a jilted Amba returns to Hastinapur. Amba urges Bhishma to now marry her, which he refuses owing to his oath of celibacy. Thus, jilted and rejected, Amba burns in the fire of vengeance and is granted a boon by lord Shiva of a rebirth as a male warrior. Amba, thus, self immolates and is born as Shikhandi. Full of vengeance for Bhishma, Shikhandi participates in the Kurukshetra war with the sole purpose of killing Bhishma. In the end, Arjun, hiding behind Shikhandi, is able to defeat Bhishma, who refuses to fight Shikhandi, whom he considers a woman. In Chitra Banerjee Divakaruni's depiction of Shikhandi, we see him as a gentle soul, a loving brother but an astute warrior. We see the events unfolding from his point of view. The researcher is able to discern nuances of his character previously hidden from the pages. The legend of Shikhandi seems to be an elaborate ploy by posterity to mislead the society into believing a gender binary, male

and female. That which exists outside of this binary is pushed into a box of non-conformity and mystery.

The Mahabharata and subsequent writings centred around it, portray Shikhandi as an able bodied warrior and who practices his craft with honour. Even with such meritorious accolades under his belt, though, the role he plays in the Mahabharata is very limited. He is reduced to being a convenient pawn in the Kurukshetra war, to be used exclusively for Bhishma's downfall. His involvement in the war and governance of Panchal is restricted because of his transgender status. He is dismissed as a warrior due to his ambiguous gender status, not considered fit to rule Panchal for the same reason. The epic heavily draws on the trope of hegemonic masculinity with its portrayal of alpha males like Bhishma, Arjun, Bhim, Karna and even Duryodhan. In this testosterone induced gala of masculinity, ambiguously gendered characters like Shikhandi are pushed towards the margins of the narrative. These characters only find mention when they are useful to these uber-masculine heroes. Similarly, those men who do not fall into the hegemonic masculine category are often looked down upon in the Mahabharata. These men are often just

foils to the heroes, used at convenience and then pushed to the periphery of the narrative. They often 'look-in' from the margins while the 'heroes' enjoy the limelight of the centre stage. Also, these characters are shown to exhibit very effeminate characteristics throughout the narrative. Looking at Pandu, the reader immediately realises that there is something wrong with him physically. He is described to be pale of skin and very gentle in manner. Similarly, Vichitravirya, who does not conform to this normalization of masculinity, is described as a reveller, who is overly fond of wine and women. Because he never fights in wars, and doesn't pick up a sword for anyone's honour, he is often belittled in the Mahabharata. Revisiting his story through the books of Kavita Kane, helps the researcher dissect him better and gives a fuller understanding of the man who grew up in the shadow of someone to whom he could never measure up. Vichitravirya, as seen in Kane's "The Fisher Queen's Dynasty", is often used as a contrast to kingly Chitrangad and the warrior regent Bhishma. Ashwathama, too, is depicted poorly and sadly finds no justice in the epic. He is contrasted against his friend Karna, the suta-putra who becomes king. His immorality, shrewdness, pettiness is con-

trasted against the stoic, clear-headed, unselfish Karna. Ashwathama, is also depicted as having effeminate characteristics of scheming and gossiping. He is shown to be a coward who takes action after the fact. In S. L. Bhairappa's retelling of Mahabharata, "Parv", Ashwathama is given a wholesome depiction. His character is fully developed and the reader/researcher learns of his psyche and personality. He is shown to be independent of Karna, existing as an individual. This gendered characterisation in Mahabharata restricts the growth of these characters, never allowing them to flesh out. Their non-conformity to this hegemonic masculinity renders them unfit to be seen as human beings.

The Mahabharata, often considered a way of life, falls short in giving justice to its women characters. The women live extremely gendered lives, where if they step out of the conforms of social norms, they are labelled as rebels and deviants. Women like Draupadi and Kunti have been degraded often by scholars as being cunning and ambitious, vengeful and crude. Only because these women dare to step out of society sanctioned roles, they are persecuted. This gender normativity causes a feisty character like Draupadi immense suffering and in-

dignity. Many scholars have argued that these depictions are lessons for posterity, to discourage young women from following in their footsteps. Draupadi is termed over-ambitious, hot-headed and bold. Chitra Banerjee Divakaruni, in her “The Palace of Illusions”, deconstructs the Draupadi of the Mahabharata and presents the reader with a Draupadi reinvented. Divakaruni makes Draupadi the narrator, thus giving an authenticity to her tale. In a way, Divakaruni, legitimises this much loathed heroine in the eyes of the researcher. The Mahabharata depicts her in a certain way because she does not follow the guidelines put down by a patriarchal society. Draupadi has a mind of her own, and she wants to be a ruler along with her husbands. Her being born a female drastically hinders her options in life. Divakaruni brings an endearing quality to this heroine, whose ambitions, dreams and hopes are very reminiscent of any contemporary heroine. She is deprived of her right to succeed, her ambition to rule only because society doesn’t deem it fit to give such powers to women.

Many characters in the Mahabha-

rata are meted out similar injustice and the retellings of their stories through Mythological Fiction plays a pivotal role in legitimising these men and women. The concept of gender in Indian Mythology has always been very margined. There has been a conformed gender construct. Men are depicted as uber-male and women as ultra-feminine. The one to step out of these gender constructs are persecuted and criminalised. Re-readings and re-writings of the Mahabharata have been more focused on bringing the marginal, often suppressed, characters before the reader. Many researchers and scholars are turning to these deconstructions of mythology, and are trying to locate the suppressed voices of these peripheral characters from the overwhelmingly heroic narrative of this epic. Mythological Fiction, as a genre, is unparalleled in its ability to peel off ornamentation, idolatry and misconstrued notions of gender. It is able to provide the researcher with a fresh perspective of the past and is successfully able to contemporise the epic without its pomp, splendour and dogma.

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Bibliometric Analysis of Research Output by Library Professionals in Maharashtra from 2005 to 2014

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Abstract

This paper examines the trends of Library Professionals from Maharashtra in publishing their research output through LIS Journal articles for the period from 2005 to 2014. The bibliometric analysis of 22 number of National and International Journals was conducted with an aim to find out most preferred journals by the professionals to publish their articles, most prolific authors of papers, authorship patterns of papers, degree of collaboration, analysis covers year wise distribution of articles, geographical distribution of articles. The analysis showcases that 278 papers were published in LIS Journals under study from 2005 to 2014. The Study found the most favourite source of publications was DESIDOC Journal of Library and Information Technology and LIS professionals from Mumbai city (17.62%) publishes maximum articles in the LIS journal. The highest no of publication published in the year 2013 for both National as well as International Journal.

Keywords - Bibliometric Analysis, Library Professionals, Library Journals,

Introduction

History of Library Profession

It is more than hundred years old and library professionals are active in the research activity to make the professional development. Contribution by professionals will be helpful and should be studied and check by time to time. Advancement in knowledge takes place through research publications in the form of journal articles, conference papers, and communications among others. (Satish S. A., 2015) There are numerous reasons and variety of purposes for which bibliometric studies are undertaken. In the

normal course, such studies are undertaken to evaluate research output of a particular subject during the particular period and it help us to develop a scientific acumen towards the potential of research trend in a particular science. Most of the bibliometric studies are undertaken to assess the research productivity of an institution, organisation, publications of particular subject or field, research results published in a particular journal or any other similar activity which is confined to literature or research growth and its evaluation through quantitative techniques published during a particular

period. Journals since being the primary sources of information as such undertaking bibliometric study to assess the research growth in a particular discipline is always advisable. (Pandita, 2013) The study article highlights the research productivity of library professionals in Maharashtra during 2005-2014, examines research output published in the journal during the period, most prolific author, year wise growth of research output, and geographical distribution.

Review of Literature

Most of the bibliographic or bibliometric studies were undertaken to assess the research productivity of a particular subject or field, research result published in a particular journal or any other similar activity which is continued to literature or research growth and its evaluation through quantitative techniques published during a particular period. Journals are the primary and standard sources of information. So, it is always advisable by experts to do the bibliometric or bibliographic studies to assess the growth in a particular discipline (Jeevan, 2002), provided a scientometric research output from Indian Institute of Technology, Khargpur (Kumbar, 2008), analysed the growth and Impact of research output of Uni-

versity of Mysore during 1996 to 2006. (Mukharjee, 2008) made an analysis of the scholarly literature from selected universities of Delhi and Uttar Pradesh. (Satish S. A., 2015) find out the research publications of Maharshi Dayanand University during 2000 to 2013, (Kumar Anil H, 2015) done the analysis of research productivity of Gujrat Universty from 2004-2013.

Aims and Objectives

The present study has been undertaken with the following objectives:

- To identify the number of library professionals from Maharashtra and to find out the most prolific author having highest number of journal articles.
- To find out the year wise research output of professionals in the form of journal articles.
- To identify the geographical area of Maharashtra from which the highest number of journal articles were published.

Scope and Limitation of the Study

In this study the main focus is on the contribution of library professionals from Maharashtra in the form of journal articles. Those professionals who have contributed their articles at national and international level jour-

nals have taken into consideration for this study irrespective of their institution, their work place etc.

The period considered for this study is restricted up to 2005 to 2014. The articles which were published in this period by the professionals from Maharashtra have only taken into consideration. There are total 22 journals were analysed among these 12 are national and 10 are International Journals. The following selected journals which are available at University library, personal libraries and free online journals were taken into consideration.:

National Level Journals :

- 1) IASLIC Bulletin (IB)
- 2) Information Age (IA)
- 3) Annuals of Library and Information Studies (ALIS)
- 4) E-Library science research journals (ELSRJ)
- 5) Desidoc Journal of Library and Information Technology (DJLIT)
- 6) ILA Bulletin (ILAB)
- 7) Information studies (IS)
- 8) Journal of knowledge and Communication Management (JKCM)
- 9) Pearl :- A journals of library and information science (PJLIS)
- 10) Library Herald (LH)
- 11) SRELS Journal of International

Management (SJIM)

- 12) Indian Journals of Information Library and society (IJILS)

International Journals

- 13) Library Progress :- (LP)
- 14) World Digital Libraries (WDL)
- 15) International Journal of Library Science (IJLS)
- 16) International Journal of Library and information Science (IJLIS)
- 17) Webology
- 18) Library Philosophy and Practice (LPP)
- 19) International Research Journal of Library and Information Science (IRJLIS)
- 20) Electronic Journal of Academic & special librarianship (EJASL)
- 21) International journal of library management (IJLM)
- 22) Brazilian Journal of Information (BJI)

Methodology

The list of Journals on Library Science was compiled. Those Journals which are accessible with full text articles either offline or online were taken into consideration. Relevant data from selected journals were recorded, reviewed and done the analysis. All the parameters like most prolific author, year wise distribution of articles and geographical distribution of articles were found out manually.

Analysis and Interpretations

Data was collected during the period 2005 to 2014 from national as well as international level journals articles contributed by professionals from Maharashtra. Which was analysed on the basis of most prolific author, year wise growth of articles and geographical distribution of articles.

Most Prolific Author

The following table Contains the list of contributors who have contributed the highest Numbers of articles from journals :

written by Mangla Hirwade are 20 followed by Shalini Lihitkar are 19 both are from same city and institution and very much active in the field of library science, as the rank declines the number of contributors increases.

Articles from Various Geographic Areas

Geographic Area wise distribution of Articles:

The Data collection was restricted up to the contributors of Maharashtra.

Maharashtra is a State while there are – districts in Maharashtra the con-

Most Prolific Authors of Journal Articles

S. N.	Name	Articles
1	Mangla Hirwade	20
2	Shalini Lihitkar	19
3	B S. Kademani	17
4	Ramdas Lihitkar	12
5	Ganesh Survase, Vijay Kumar	11
6	D. Rajyalakshami , S Pujar, Priti Dharmik	10
7	S.R. Baheti	7
8	Pratibha Gokhale, Rajandra Kumbhar, Anil Sagar	8
9	Anil Hirwade Sadanand Bansode, Dattatraya Vichare, S M Rokde	7
10	P B Jain, S P Potdar, D G Kapade, Satish Kanamadi, Murlidhar Hedau, Ajay Agashe	6

The above table highlighted that there is total 23 professionals who have contributed more than 5 articles are listed in the most prolific authors from Maharashtra.

The above table and figure also reveal that the highest articles were

tributors were scattered in their districts. However, the Authors who are from various districts, towns, cities were divided on the basis of their geographic areas the following table contain the list of different cities and towns in Maharashtra from where the

authors have given their contributions in various journals.

Areawise Distribution of Articles of Journals

The collected data were divided in to major parts National, International level however the following table contain the city wise division of articles. The list of cities along with the articles appeared were presented in this table.

Geographic Areawise Comparative Table of Articles

G. AREA	National	Inter-national	Total
	01	03	4
Akola	2	-	2
Amravati	15	01	16
Aurangabad	39	02	41
Bhandara	1		1
Buldhana	1		1
Chandrapur	04	01	5
Dhule	2		2
Gadchiroli	1		1
Ichalkaranji	2		2
Jalgaon	9	-	9
Kolhapur	05	02	7
Latur	-	01	1
Mumbai	49	7	56
Nagpur	41	5	55
Nanded	5		5
Nashik	6	-	6
Pandharpur	1		1
Pune	34	05	39
Pusad	1		1
Ratnagiri	01	03	4

G. AREA	National	Inter-national	Total
Sangli	3		3
Satara	6		6
Shirpur	2		2
Shrirampur	2		2
Solapur	05	01	6
Thane	2		2
Wardha	3	2	5
Yavatmal	3		3
Total	245	41	278

From the above table it was found that the highest number articles were published in the journals were from Mumbai with 56 articles out of 278 total articles.

Yearwise Contribution of Articles in National Level Journals

In the following table the year wise contribution of articles at national level journals have taken into consideration.

Yearwise Distribution of Articles at National Level

S. N.	Titles	2005	06	07	08	09	10	11	12	13	14	Total
1	IASLICB	1	1	0	3	1	1	2	0	0	0	9
2	IA	-	-	2	9	4	6	-	6	7	5	39
3	ALIS	1	0	2	2	1	0	1	0	2	4	13
4	DJLIT	1	1	1	2	10	5	6	13	2	7	48
5	ILAB	4	1	5	-	2	-	-	-	-	-	11
6	ELSRJ	-	-	-	--	-	-	-	6	21	16	43
7	IS	1	0	1	0	2	4	0	0	0	1	9
8	PJLIS	--	-	1	3	1	2	5	4	2	1	19
9	L H	1	4	0	2	3	2	3	2	3	1	21
10	JKCM	-	-	--	-	-	-	0	0	1	0	1
11	SJIM	2	5	3	4	0	5	4	1	0	1	25
12	IJILS	2	5	-	-	-	-	-	-	-	-	7
	Total	13	14	15	25	24	26	21	33	38	36	245

From the above table it was found that highest number of journal articles published by the professionals from Maharashtra is in the year 2013 in DESIDOC Journal.

The result shows that though there has been overall growth seen in the ten years period, the growth was not seen relatively at individual journals level.

Among total 245 articles highest articles were published in the year 2013 are 38 while in the year 2014 those are 36, followed by the year 2012 at third place with 33 articles.

Yearwise Contribution of Articles in International Level Journal

Though the International level Journals are considered more advanced and standard the professionals would like to contribute at International level

journals the selection of articles to publish in those journals is tough one than national level journals. The numbers of articles written by professionals of Maharashtra are not found in more numbers.

In the following table year wise distribution of articles of international level journals were taking into consideration

The result shows that the highest numbers articles were published by Library Philosophy and Practice while majority numbers of articles published in the year 2013 were 12 out of 33 followed by the year 2012 with 6 articles and next year is 2014 is 5 articles.

The growth of articles increases in the years 2012, 2013, 2014 from the total published.

Yearwise Contribution of Articles International Journals

S. N.	Title	2005	06	07	08	09	10	11	12	13	14	Total
1	Library Progress							1			1	2
2	World Digital Library									1		1
3	International Journal of library Science									2	4	6
4	International Journal of Library & Info Science										3	3
5	Webology		1		1							2
6	Brazilian Journal.											1
7	Library Philosophy and Practice				2	1	1	1	0	2	2	9
8	International Journal of library								2	2	2	7
9	Electronic Journal of Special Libraries			1								1
10	Library Management										1	1
Total		0	1	1	3	1	1	2	6	12	5	33

Conclusions

The following are the conclusions drawn on the basis of the analysis of the journal articles considered for the studies and the conclusions are given below :

- There was total 22 various journals analyzed, and total 278 journal articles were found and done the analysis of them. In the year 2005 to 2014.
- The highest among them are Mangala Hirwade with 20 articles, followed by Shalini Lihitkar with 19 articles and B S Kademani with 17 articles.
- Among all the articles in the journals there are 23 contributors who

have contributed more than 5 articles.

- The geographic area wise distribution of articles has done on the basis of the city or town from where the author belong, there are total 29 cities and towns from where the articles were came to publish.
- Among all the cities from where the library professionals have given their contribution Mumbai City recorded highest number of journal articles.
- Majority authors given their contribution in national level journals in the year 2013 are 50 professionals whereas the most popular journal among professionals is DESIDOC.

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E-Commerce in India : An Analysis of Present Status, Challenges and Opportunities

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Abstract

E-Commerce is the future of shopping. E-commerce is also one of the business options that one will have to explore in future. E-Commerce is growing with swift pace in our country. Backed by increasing internet users' base and favourable demographics, Indian E-Commerce Industry has registered impressive growth in the last few years. There are tremendous opportunities of growth in E-Commerce in future also. But there are certain challenges which need to be addressed properly. In the present paper an attempt has been made to study the present status of E-Commerce in India, examine the challenges of E-Commerce and discuss the future of E-Commerce in India.

Keywords - E-commerce, Growth, Online, India, Internet,

Introduction

E-Commerce stands for electronic commerce and caters to exchange of products, services and information via internet. Electronic commerce is more than just buying and selling products online. It includes the entire online process of developing, marketing, selling, delivering, serving and paying for products and services. It is doing business online. It includes any commercial activity that takes place directly between a business, its partners, or its customers through electronic communication and digital information processing technology. E-Commerce is a modern business methodology that addresses the needs of the organisa-

tions, merchants and consumers to cut costs while improving the quality of goods and services and increasing the speed of service delivery. India has shown tremendous growth in the E-Commerce segment. E-Commerce has become an important tool for small and large businesses worldwide, not only to sell to customers but also to engage them. Although the transition from traditional purchasing to online purchasing was very slow initially in Indian market because of less number of internet users due to lack of internet facility and awareness in public. But now the situation has changed and the e-commerce industry is growing rapidly in our country.

Review of Literature

(Elizabeth & McGregor, 2000) in their paper analysed the impact of e-commerce on consumers, public policy, business and education. A discussion of public policy initiatives, research questions and ideas for future research was given.

(Dasgupta & Sengupta, 2002) in their paper examined the future and prospects of e-commerce in Indian Insurance Industry.

(Abhijit, 2013) This paper opined that e-commerce has unleashed yet another revolution, which is changing the way businesses buy and sell the products and services. New methodologies have evolved. The role of geographic distances in forming business relations is reduced. With the development of 3G and 4G wireless communication technologies, the internet economy will continue to grow robustly.

(Raghunath & Panga, 2013) concluded that initially, new internet users would be reluctant to conduct any kind of business online, citing security reasons as their main concern. In order to increase consumer adoption of e-services, the source of consumer confusion, apprehension and risk need to be identified, understood and elevated. E-Commerce provides tremendous op-

portunities in different areas but it requires careful application for consumer protection issues.

(Madhukar Sarode, 2015) This paper concluded that e-commerce is future of shopping and gap has been reduced between manufacturer and consumer due to e-commerce. There is vast scope for e-commerce in India but due to weak cyber law, people are facing challenges in India.

(Saxena, 2015) This paper concluded that e-commerce plays a pivotal role in Indian society. It plays an important role in upgrading and developing the Indian economic system. It provides support to small and medium enterprises to flourish their business. E-commerce also faces some challenges like lack of cyber laws and lack of computer education etc.

(H. Ramchandani, 2016) This paper concluded that the retail e-commerce sales in 2015 as a percentage of total retail sales in India accounted for approximately 0.9% of all retail sales in India.

E-Commerce has greatly impacted the business of physical retailers' especially small retailers. International e-retailers are giving a strong competition to domestic ones. However physical retailers still have a very good

standing in the Indian market as Indian consumers generally like to inspect the goods before making any purchase.

Objectives of the Present Paper

1. To study the present status of E-Commerce in India.
2. To examine the barriers of E-Commerce in India.
3. To discuss the future of E-Commerce in India

Research Methodology

Research Methodology is the systematic and theoretical analysis of the methods applied to a field of study. It includes the process used to collect information and data for the purpose of making decisions. In the present paper, the secondary source of information has been used. The data has been collected from journals, books.

Categories /Models of E-Commerce

The different categories or Models of E-Commerce are as follows:

B2B (Business to Business)

Under B2B model one business sells to other business. Companies doing business with each other such as manufacturers selling to distributors, wholesalers selling to retailers are the examples of B2B e-commerce model. Pricing under this model is based on quantity of order and is often negotia-

ble. Chinese E-Commerce Giant Alibaba is the example of B2B model.

B2C (Business to Consumers)

This is the usual form of E-Commerce. In this model business sells products and services directly to consumers over the internet. They display their products or services on their Websites or Apps and the consumers can order the product or service directly on their Websites or Apps. If an individual is buying a pair of shoes by placing an order to Flipkart.com is an example of B2C model.

C2B (Consumer to Business)

Consumer to Business E-Commerce model involves consumers selling products or services to business. In C2B consumers create value and business consume that value. For example, when a consumer writes, reviews or when a consumer gives a useful idea for new product development than consumer is creating value for the business if the business adopts that inputs. In C2B consumers can offer products and services to companies and the company pay the consumers. We can see the C2B model at work in blogs or internet forums in which the author offers a link back to an online business thereby facilitating the purchase of a product, for which the au-

thor might receive affiliate revenues from a successful sale.

C2C (Consumers to Consumers)

C2C is a business model that facilitates the transaction of products or services between customers. C2C provide an innovative way to allow customers to interact with each other. C2C involves the electronically facilitated transactions between consumers through some third party. A common example is the online auction, in which a consumer posts an item for sale and other consumer bid to purchase it, the third party generally charge a flat fee or commission. The sites are only intermediaries, just there to match consumers.

Present Scenario of E-Commerce in India

E-Commerce in India is still in a growing stage, but it offer tremendous opportunities for developing countries like India. The e-commerce sector in India started their operations late nineties among business to business users (B2B). Business to Consumers (B2C) e-commerce started in 1996 in the form of matrimonial portals. The cost and the speed of internet was the limiting factor for their growth at that time. The first E-Commerce website in India was rediff.com, which was one of the most trafficked portals for both

Indians and non – residents Indians. Last five years have seen a rise in the number of companies enabling e-commerce technologies and the internet in India. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertisement revenues. Today E-Commerce has become an integral part of our society. There are websites providing any number of goods and services. These websites provide almost all categories of goods and services on a single site. These sites target the buyers of every possible product or service. These websites are known as Multi Product E-Commerce Sites. There are also Single Product E-Commerce Sites, which deal in specialised field only. Technology is changing the way of shopping. Out of the total internet users in India, 60% visit e-commerce sites. Favoured demographics and growing internet users' base helped in adding the growth. Growth shown by Indian players like Flipkart, India Times, Snapdeal etc. and huge investors' interest around these companies showed the immense potentials of the market..

Future of E-Commerce in India

The E-Commerce sector in India is growing rapidly in India. The internet users' base in India might still be mere 400 millions which is much less

as compared to developed nations of the world, but it is expanding day by day. The accelerating growth of e-commerce in India is due to internet penetration and easily available smart phones. Furthermore the favourable demographics and government effort of digitalisation is also pushing the growth of e-commerce sector in India. Retail sector is one of the largest growing sectors in India at present,

Limitations

Poor Internet Facilities

Internet is considered the backbone of the e-commerce. But the penetration of internet facilities in India especially in rural area is very less. Speed of Internet is also the major challenge in our country. No doubt we are moving towards 4G internet services but still a lot has to be done.

Feeling Unsecure

Feeling unsecure by customer is one of the major and continuing challenges for e-commerce in our country. Customers have to be confident about the integrity of the e-dealers and payment process before making any purchase order online. Risk of hacking and cyber crimes are also there. Privacy has also become a major concern for consumers with identity theft and impersonation. Security challenges are

not restricted to consumers only in e-commerce, corporate firms also face security challenge as their vital information, records and reputation is at stake.

Logistic and Supply Chain

Logistics and supply chain has been the major challenge to the e-commerce companies. Most of the population in India lives in villages. To reach the consumer in the village is a big challenge. The e-commerce companies' needs to invest more on setting up warehouse and signing up more suppliers across the country to ensure customers get order delivered by nearest suppliers.

Cash on Delivery (COD)

Cash on delivery is big problem for e-commerce companies. In the era of digital payments, cash on delivery is still the most favoured mode of payment used by the consumers. This mode is very expensive for e-commerce companies. Sometime courier companies take 30-40 days to return the cash collected from customers to dealers. If the customer return the product than it becomes very expensive for the company as the company pay two way courier charges.

High Competition

There is a cut throat competition

among the player in the e-commerce market. With intense competition, the profitability of the of the companies decreases as they use aggressive pricing strategy and offer huge discounts and commissions.

Tax Structure

Tax structure is another factor for lesser growth of e-commerce sector in India in comparison to other developed countries like USA and UK. In India there are different types of taxes and these taxes create accounting problems to online business. Some states are even charging separate tax on e-commerce transactions. Government has implemented the GST Act, which is expected to solve this problem to great extent.

Absence of Cyber Laws

Absence of cyber laws to regulate the online business transactions is another bottleneck to e-commerce in India. The new technology has created huge legal uncertainty in our country. The existing Consumer Protection Act 1986 needs to be amended to update and widen the scope of the Act.

Physical Purchase

Most of Indian customers are more comfortable in buying product physically. They want to see and touch the product before buying. So they do not prefer to buy product online.

Conclusion

E-Commerce has made the shopping easy. The E-Commerce Industry in India is growing rapidly despite many challenge. E-commerce industry is one of the largest growing industries in India at present. The sale of e-commerce industry is expected to grow by almost 4 times by 2021 than the sales of 2015. This unprecedented growth in E-Commerce is due to increase in smart phones and internet users, 3G/4G internet services, awareness in public, government initiative of digitalisation, advanced shipping and payment options, entry of foreign e-business players etc. Government should take steps to provide a proper legal framework so that hurdles in the growth of e-commerce are reduced to minimum.

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Role of Supply Chain Management in Logistics Management

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Abstract

Supply Chain Management (SCM) plays a significant role in a firm's performance and has attracted serious research attention over the last few years. Many several attempts have been made by researchers and practitioners to define SCM appropriately. Amidst tough competition in all industries, SCM has gradually been embraced as a proven managerial approach to achieve sustainable profits and growth. Fierce competition in today's global markets, the introduction of products with shorter and shorter life cycles, and the expectations of customers have forced business enterprise to invest in, and focus attention on their supply chains. To ensure that the supply chain is efficiently operating and generating the highest level of customer satisfaction at the lowest cost, the company have to adopt supply chain management processes and associated technology. This paper provides a conceptual understanding of what a supply chain is, functions and principles of SCM, and how SCM becomes an important process for many corporate and logistics companies. Various challenges and issues are also discussed while designing, planning and operating a supply chain. Later, a case study is also shown on Supply Chain Management which will provide a clear idea on how actually SCM works in big logistics companies.

Keywords - Supply Chain Management, Sustainable profits, supply chain, logistics, case study,

Introduction

The supply chain has become an important focus of competitive advantage for a business organization. It builds-up a network of facilities and distribution options that performs the function of material procurement, transporting these materials into intermediate and finished products and distributing these finished products to the customers. It exists in both manufacturing and industrialization although there are many complexities present which may vary from industry to in-

dustry and from firm to firm. This leads to the industrialist and firms to think of how to manage the problems and complexities effectively arising from the supply chain and thus the Supply Chain Management concept was introduced. The management of supply chain study tells us how to maximize the overall value of the firm by better using and deploying resources across the whole of the firm. Effective Supply Chain Management is very important to build and sustain competitive advantage in product and

services of the firms. Previously manufacturers were the drivers of the supply chain - managing the pace at which products were manufactured and distributed. In practice, supply chain-based companies such as Dell, Amazon, Wal-Mart, Samsung, Toyota, Lenovo, etc. have used different management tools to support their supply chain strategies.¹ Monitoring and improvement of the performance of a supply chain is also a very complex task. Many Management processes are involved in a complex performance management system such as identifying measures, defining targets, planning, communication, monitoring, reporting and feedback. This paper finds out the effect of supply chain management strategy on a supply chain performance across the industries. This study also investigates the effect of supply chain management practices in terms of customer relationship, supplier partnership and information sharing on supply chain performance.

Literature Review

Supply chain management has been becoming increasingly important in competitive business.

To compete at the supply chain level, firms must adopt an appropriate supply chain management strategy. The strategy needs integrate and coor-

dinate throughout the supply chain to generate the performance of supply chain members (Green Jr. et al., 2008; Cohen and Roussel, 2005; Wisner, 2003).

Mason-Jones et al. (2000) and Lewicka (2011) argued that supply chains need to adopt a strategy that suits both their particular product and marketplace.

Fisher (1997) suggested that the first step in developing the supply chain strategy is to consider the nature of the demand for an organization's product, proposing that these are either functional or innovative.

Christopher (2002) suggest that there are three types of supply chain strategies: agile supply chains; lean supply chains; and hybrid supply chains. In their study, a case study was provided to show how a lean and agile supply chain can be successfully combined to have a lean/agile supply chain strategy which they refer to as "hybrid" or "agile" supply chain.

Supply chain management practices encompasses set of approaches and practices that effectively integrate with suppliers, manufactures, distributors, and customers to improve the long-term business performance and their supply chain (Chopra and Meindl, 2007; Tseng 2010).



Fig 1. Working of Supply Chain System³

Li et al. (2005) emphasize the importance of information sharing to SCM practice. The main principle of SCM is sharing of information within supply chains. By sharing information with members of the supply chain, an organization can respond more quickly to the customer's changing needs (Li and Lin, 2006).

Supply Chain and Distribution

Today, supply chain and distribution channel are facing unprecedented changes that pose challenges and rewards to all participants in the supply and distribution mode. Basically, traditional distribution focus on transaction costs on the basis of “make or buy” decisions.

Opportunism undermines trust; short term costs are a primary consid-

eration in these types of traditional trade². The new modern supply chain and distribution has several key components which fall under the Supply Chain Management “umbrella”. These components include:

- 1. Distribution:** The physical logistics of moving inventory along a chain of distribution.
- 2. Inventory Management:** The entities that control how much is moved and where it is stored.
- 3. Customers:** Identifies who the real customers are and keeping their loyalty despite all of the changes to the supply chain and distribution channel.

Distribution Strategies, Distribution Network Configuration and Effectiveness of SCM

Relationship between Distribution Strategies and effectiveness of SCM can be understood by understanding important challenges faced by many organisations mentioned below:

- How much should they centralize or decentralize their distribution system
- What is the impact of each strategy on inventory levels and transportation costs?
- What about the impact on service levels?
- When should products be transported by air from centralized locations to the various demand points?

These questions are not only important for a single firm which determines its distribution strategy, but also for the Retailers that need to decide how much they can easily work with each other.

To understand the relationship between Distribution Network Configuration and effectiveness of SCM let us consider situation in which several plants producing the products to serve a set of geographically dispersed retailers. Then the current set of warehouses is deemed inappropriate, and management wants to reorganize or redesign the distribution network. This may be due, for example, to changing

demand patterns or the termination of a leasing contract for a number of existing warehouses.

In addition, flexible demand patterns may require a change in plant production, selection of new suppliers, and a new flow pattern of goods throughout the distribution network. Also several questions arises such as how management should select a set of warehouse locations and capacities, determine production levels for each product at each plant, and set transportation flows between facilities, either from plant to warehouse or warehouse to retailer, in such a way so as to minimize total production, inventory and transportation costs and satisfy level requirements?

This are some complex optimization problem which are to be carefully looked upon and approaches are required to find a solution.

Functions of Supply Chain Management

Supply chain management maintains the balance between the demand and supplies which involves activities from procurement of materials to converting them into finished goods and make sure delivery at the right time to the customers. Hence, supply chain management is said to be the lifeline of

a corporation. It must be really efficient to stay the operations running sort of well-oiled machine⁴. SCM can enhance the customer relationship, lower down operational costs. The Role of Supply Chain Management primarily comprises of five functions mentioned below:

1. **Purchasing:** This is the primary function of supply chain management. It pertains to procuring raw materials and other resources that are required to manufacture the products. Coordination with suppliers to deliver the materials without any delays becomes very important.

2. **Operations:** The operation team look upon demand planning and forecasting. Before giving material order, the organization must anticipate the possible market demand and number of units it has to produce. Accordingly, inventory management, production and shipping are set upon. If the demand is over anticipated, then it could lead to excess inventory cost. If the demand is under anticipated, the organization wouldn't be able to meet customer demand, thereby resulting in revenue loss. Thus, operations function plays a significant role in working of supply chain management.

3. **Logistics:** This function requires immense coordination. The manufac-

turing of products has commenced. It needs space for storage until it's shipped for delivery. This implies making local warehouse arrangements. Logistics ensures that products reach the end-point delivery with none glitches.

4. **Resource Management:** Production of any component requires raw materials, technology, time and labour. However, all the processes must be efficient and effective. This phase is taken care of by the resource management functions team which decides the allocation of resources within the right activity at the proper time to optimize the assembly at reduced costs.

5. **Flow of Information:** Information sharing and distribution is what really keeps all other functions of Supply Chain Management running. If the knowledge workflow and communication are poor, it could break apart the complete chain and cause mismanagement.

Principles of SCM

1. Adapt Supply Chain to Customer's Needs

Customer's needs are very well known to the businessman and supply chain professionals. Customers are divided into different groups called 'segments' to know them better. On the idea of sales volume or profitability, we can segregate the customer us-

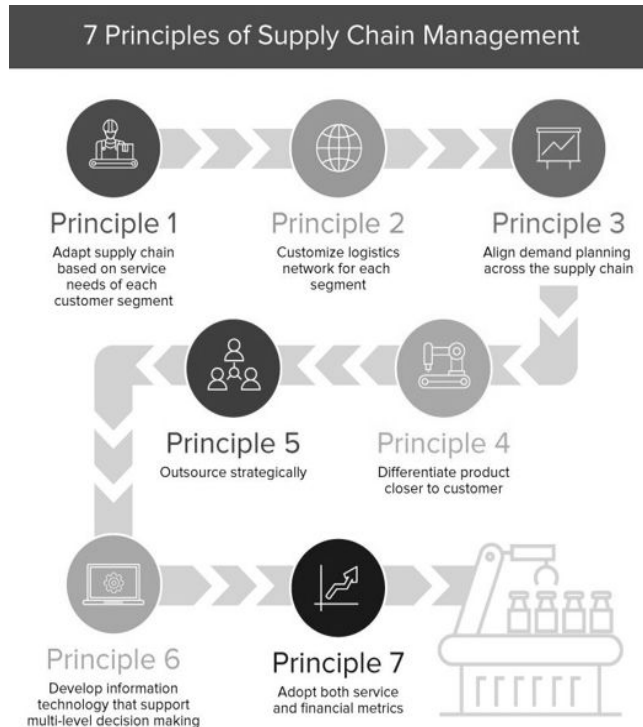


Fig 2. Principles of SCM⁵

ing ABC (Activity-Based Costing) analysis. It can even be done by product, trade channel and industry.

2. Adapt Both Services and Financial Metrics

The activity-based costing (ABC) is applied to enhance the customer's profitability. It is better to take benefits of Time-Driven Activity-Based Costing to grasp changes in activities, process, product and customers.

3. Customize Logistics Network

After the segmentation of the purchasers supported different requirements, SCM managers must tailor logistics networks to serve different

segments. The SCM manager has to give priority to the delivery schedule and the suitable provisions to distribute those goods that are marked as urgent.

4. Differentiate Products purchased by Customers

Standardization and Differentiation are two opposite things. Some cosmetic companies manufacture only one SKU which will be sold throughout Asia rather than 1 SKU per country. Because of the economy of sales, standardization can drastically bring down the price.

5. Align Demand Planning Across Supply Chain

Supply chain professionals are very well-trained to share data with trading partners so as to avoid unnecessary stock. SCM managers must use demand data wisely.

6. *IT development supporting to Multi-Level decision making*

The IT projects should not be neglected and before IT projects, the business process reengineering should be done. This provides a correct understanding of process insufficiencies and helps to work out the need for innovation.

7. *Adopt Both Service and Financial Metrics*

Donovan et al. suggested that the activity-based costing (ABC) analysis be implemented so as to determine customer's profitability. Practitioners and Developers are still using the standard ABC analysis and provide supply chain ideologies to the companies. Lean Manufacturing and 6-Sigma are some of the initiatives done by the supply chain practitioners so as to adapt Service and Financial metrics.

Role of Supply Chain Management

The demand for Supply Chain Management in today's business is an integral part and very important for the success of the corporate. Because of the rapid advancement in technology, most of the business organizations are

available online. The market is becoming competitive and thus the demand for the role of Supply Chain Management is increasing. Due to this reason, the demand for supply chain management is growing worldwide⁶. The following are the roles and responsibilities of SCM:

1. **Increase Customer Service:** One of the foremost important supply chain roles and responsibilities is to manage customer service. Consumers should get what they're searching for. Whether it's a product or a solution to their issues, the provisioning team assures that the customer service platform is accessible 24/7 so that the customers will feel connected to the organization and they might wish to continue to do the business.
2. **Reduce Cost:** The first and most vital thing managers must do is to lower the cost of the things. It is possible by -
 - Introducing machines within the industry.
 - Purchase raw materials directly from the factories or wholesale markets.
 - Reduce the quantity of rejected or failed items.
 - Increase the efficiency of the workforce.

3. Improve Quality of Products: It is incontrovertible fact that the assembly cost of the products must be reduced but at the identical time, the standard of the things needs to be enhanced. Assurance to be given that the staple and high-class manufacturing of the things will be provided, only then the customers are going to get attracted.

4. Improve Financial Position: The company should improve its financial status. The shopkeepers must return to the shop and sell the products all over again because they're satisfied with the previous items. The provision chain management should add in such a way that -

- The income of the company will increase.
- Amount of fixed assets will decrease.
- The profit leverage will increase.

This will make the customer believe that the company is progressing and showing positive results.

5. Development of Best Marketing Strategies: The supply chain management team has to develop the most effective marketing strategies for the corporate to assure that their products are going to be present within the absolute best way. The shoppers often decide whether or

not they would buy a specific item or not by watching the advertisements shared on different platforms.

Challenges faced by SCM

Many factors such as combinations of consumer expectations, more routes to market, international complexities etc. are responsible that creates significant challenges throughout the supply chain network. Following are the challenges:

1. Increased Costs: Profit margins are very less as costs progress throughout the availability chain network. These costs come from many areas, and the absence of visibility and accountability for reducing them results in rising operational expenses. Major contributors to increased costs include:

- Rising price of fuel to transport goods via road, sea or air
- Increasing commodity prices
- Higher labour costs from suppliers and manufacturers
- Complex international logistics resulting in higher charges for storage, transfer and management of products

2. Supply Chain Complexity because of Multiple Channels: Adaptation of the supply chain becomes important as consumers buy

products across multiple channels. Supply chain managers have to develop variations on supply chain processes so to deal with each of the channels:

- Traditional retailers and wholesalers need large storage locations near major metropolitan areas
- Amazon which is third-party marketplaces require a deep understanding of fulfilment options
- Drop shipping retail requires fast international services so consumers receive goods quickly.

Above are some of the factors which makes important for the supply chain managers to manage multiple supply chains, third parties and other organizations and sure a decent end customer experience, irrespective of how they order and receive products.

3. Risk within the Supply Chain Creates Pressure: International complexity, environmental changes, economic pressures and trade disputes all put pressure on the provision chain. This pressure turns into the risks causing significant problems:

- Special coordination and management are required to the suppliers, manufacturers, logistics, clients etc. which are spread across multiple countries, time zones and conti-

nents.

- Adding more steps to the provision chain creates exponential complexity for upstream and downstream partners.
- Supply Chain organizations are responsible for regulations, compliance and quality service which demands strong agreements, contracts and control.

The above points clearly influence supply chain managers to develop contingencies and action plans to prioritize and eliminate risks and manage issues once they occur.

4. Quality Customer Service: The availability of supply chain management is centralized on the wants of the purchasers. They are responsible for giving the correct quantity and good quality of the merchandise. All this, in perfect timing, looks easy and simple, but on the contrary, it isn't. Customers have different preferences and the companies that really want to excel has to follow SCM and understand the customer needs and invest in new technologies.

5. Unforeseen Delays: Procurement of materials and products is easy, but the delivery might not always be 100% on time. When items are sourced from different countries,

delays like this are quite common. This is the biggest challenge faced by SCM.

6. Fast-Changing Markets: With technological advancements changing our markets every day, it becomes very difficult to remain in pace and adapt to the variability of innovations within the market. But because the goal is to remain efficient in these changing times, companies must be more flexible. Adaptation to alternatives is certainly something companies have to manage by using logistics management software.

A Case Study on Supply Chain Management of Amazon India

About Amazon India

Amazon India is a fully-owned subsidiary folk-based e-commerce giant Amazon, Inc. Jeff Bezos founded the company Amazon in 1994. With sales and growth nearing saturation limits in the United States, Amazon explored other countries for its future growth. Later, Amazon India launched operations in June 2013^[14]. The corporate launched its website Amazon.in, offering customers a large form of choices in books, movies and tv shows. On the initial days of its operations, Amazon India had received over

10,000 orders. Amazon India offers various products like mobile phones, computers and accessories, men's and women's fashion, books, movies, music, cars, motorbike, baby products, toys, grocery items, etc.

Scope

The scope of this study includes analysing the Supply Chain Management of Amazon as an e-commerce giant within the Indian subcontinent. It focusses on the activities/procedures carried out to help the merchandise reach the buyer.

Amazon's Value Chain

A value chain could be a business model that describes the complete range of activities needed to form a product or service. For companies that produce goods, a price chain comprises the steps that involve bringing a product from conception to distribution, and everything in between - such as procuring raw materials, manufacturing functions, and marketing activities.

Inbound Logistics: Amazon get their products by third party buyers.

Operations: The products are stored at Amazon's warehouse. Once the product is ordered, it is sent for packaging.

Outbound Logistics: The product gets ready and is equipped to be sent towards the destination.

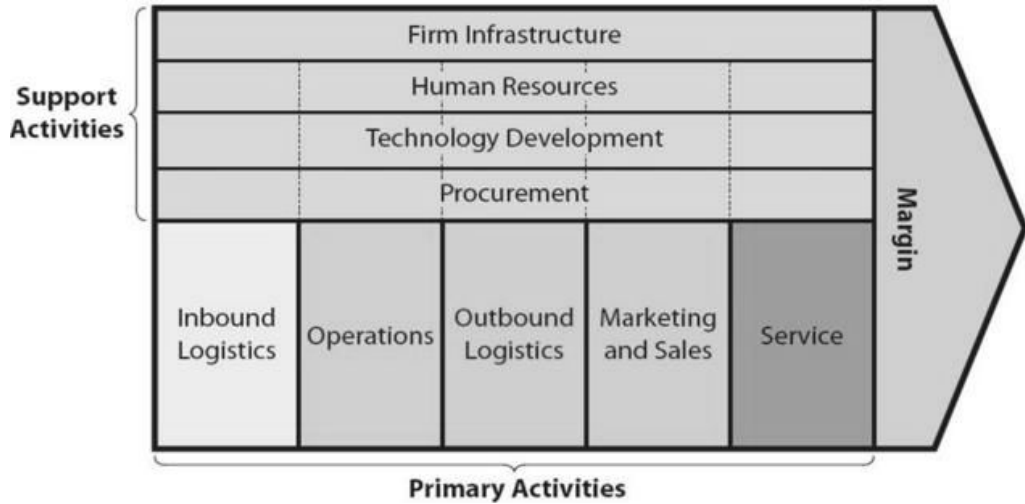


Fig 3. Amazon Value Chain Analysis¹⁵

Sales and marketing: Amazon use our browsers' cookies to sell and advertise its products to us.

Service: This involves customer service by grievance redressal and other troubleshooting.

Amazon's Supply Chain

Sellers who sell on the Amazon Marketplace can choose whether or not they want to handle fulfilment or let Amazon sort, package and ship products through their own fulfilment centres.

- Fulfilment by Amazon (FBA) - Amazon fulfils sellers leverage for products sold on the Amazon Marketplace
- Fulfilment by Merchant (FBM) - Sellers handle fulfilment for their products sold on the Amazon Marketplace

- Easy-ship - Sellers store their products but Amazon ships it for them

Elements of Amazon's Distribution Strategy

Amazon uses a Push-Pull strategy for supply chain success. It uses a pure push strategy for the products it stores in its warehouses, forecasting demand for the particular region. On the other hand, it uses a pure pull strategy when it sells the products from third-party sellers, using more of an order-by-order fulfilment model. Amazon India's supply chain strategy is predicated on the subsequent elements-

- Warehousing
- Delivery
- Manufacturing
- Warehousing

Warehousing

Amazon's warehouses are mostly placed near big metros and population hubs, and inventory is spread amongst them to confirm supply can meet demand¹⁶. Amazon.in has 34 Fulfilment Centres across 10 states in India, covering a complete area of over 3 million square feet. (As of 2017)

Reception and storage of products

- All goods come through truck bays located around the exterior of the warehouse, at the allotted time to unload
- The things, which are typically labelled before they arrive here, are then placed in an exceedingly staging area. The labels include a barcode and an item description.
- The products are carted across to receiving stations that scan the labels, identify each product's dimensions and weight and place them in trollies, which have another set of barcodes.
- Workers then pull these loaded trollies to the enclosure, where thousands of shelving units are arranged along orderly aisles.
- These shelved units are divided into smaller compartments, each of which is assigned a particular barcode.
- When a worker drops off a consignment, he or she scans each item and therefore the barcode of each compartment.
- This whole process, from delivery to storage, is usually completed in under 24 hours.

Identification and dispatch of products

- After a customer places an order on the web site or through the app, the request makes its way into a warehouse and workers are dispatched to choose the things up.
- The product is found with the assistance of the barcode-pairing process.
- At the proper compartment, the labels are scanned again, and also the items are picked up and placed in grey or yellow plastic tubs.
 - Yellow tubs contain single-item orders
 - Grey tubs contain multi-item orders.
- Irrespective of colour, all tubs are placed on a conveyer that leads all the way down to sorting stations.
- Here, every order is separated and sent off for packaging on tall trollies.
- Barcodes are scanned and workers pull out items, pack them, and send them to labelling stations.

- Here, shipping labels are affixed which contain the customer's name and address, when the package should reach them (same day, next day etc.) and also the mode of transportation to be used (road or air).
- The weighing machine examines every package and matches it with information received during inventory to make sure that the proper item is being sent out.
- Finally, using a conveyer belt, the packages are sent to a dispatching area. A group of workers then manually sorts them out and the mode of transport is finalised before dispatching.

Delivery

Last-mile delivery is a crucial aspect of customer satisfaction in the e-commerce industry. Amazon India offers a wide variety of delivery options including standard delivery (3-5 days) two-day and one-day deliveries. It works with several logistics partners such as Blue Dart, DHL and alongside its own delivery services.

Manufacturing

In addition to the sale of third-party products, Amazon has manufactured its own lower-cost products, as well as white-labelled products from

other sellers. Amazon Basics already offers a wide range of products, but Amazon continues to expand its range to offer more and more products at a better price-quality ratio.

Conclusion

Amazon India has become a major player in the Indian e-commerce industry by leveraging its massive scale and logistics capabilities with a customer-centric approach to business¹⁶. It has succeeded in building an extensive and innovative supply chain model. The strategies that Amazon India is incorporating to propel itself in the Indian market are-

- Deep customer understanding
 - Using Artificial Intelligence to find addresses
 - Onboarding assistance for third-party sellers
 - Expanding logistics and fulfilment
- The strengths of Amazon's supply chain are-
- Long term vision
 - Customer focus
 - Powerful and independent logistic network
 - Use of Data and Technology

Discussion

In the 21st century, supply chain management professionals are expected to possess the knowledge and

capabilities to support the improved efficiency, effectiveness and profitability of contemporary businesses. It involves collaboration between outsourcing partners, suppliers, and customers. It comprises the transformation of products from raw materials through to the delivery of the finished product. Supply Chain Management professionals are becoming very important across business types, industry sectors and global regions. By doing the case study on a big logistic company of Amazon India, we get a clear idea of Supply Chain Management process

and its implementation in such a huge company which makes its importance even more worth. SCM involves the integration of varied internal activities and aims to enhance relationships between the various parties while achieving sustainable competitive advantage through top quality and lower-cost products. Future supply chains are likely to be more dynamic in nature. Researchers and scientists definitely will make an initiative to improve Supply Chain network by which productivity and efficiency will be constantly maximised.

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Management Education in India : Current Issues and Trends

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Abstract

Today, one of the biggest challenges for businesses operating in the dynamic environment is the need of competent managers. The business and management education could play a pivotal role in social uplift and triggering the entrepreneurial spirit in a society. The business schools face several challenges in terms of imparting quality education. External environmental forces and stakeholders continuously put pressure on the business schools to adapt the changes happening in the business world. The importance of management education has increased many folds. Business executives need to update their skills due to sudden changes in the external environment. In order to meet the challenges of the future, the reform of the higher education could be unavoidable functional literacy and academic excellence. The present paper will focus on current scenario and development of management education in India and it is based on review of literature. The paper describes the rise of management education in India, challenges and drawbacks faced by Business Schools in India and strategies to improve with emphasis on faculty retention, faculty development.

Keywords - Business Schools, India, Management Education,

Introduction

“Education must provide life-building, man-making, character-making assimilation of ideas.”

- Swami Vivekananda

The management education plays an essential role in today's dynamic business environment. The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world. The importance of management education has been increased many folds. Business executives need to update their skills due to sudden

changes in the external environment. Due to the increasingly complex nature of organization and businesses, there is a need that the business schools impart relevant, current, and cutting-edge knowledge to the students.

Management is an exciting field where you can have an immediate impact on the operations of any business. The field of Management is dynamic in nature. New tools and techniques are continually being introduced to improve the efficiency, productivity and profitability of any organization. All organizations and their depart-

ments, functions, or groups use Management methodologies, which include problem solving techniques and guidelines for various related activities. The development of the country depends upon the quality of human resources. Management education can play a statutory role in the efficient functioning of the markets.

Importance of Management Education in India

Management education enhances managerial and leadership skills by sharing of ideas, insights through healthy and meaningful discussions. Management education in India has not grown in an evolutionary manner. The demands on the skills of Indian managers are changing. Now a days, we find there is growing demand for the programs in the domain of strategy and leadership development in MBA education.

Development of Management Education in India

In the era of liberalization and globalization, the demand of management education or MBA has been growing rapidly in India and abroad. Presently, MBA is one of the programs that assure the students of a secured and highly paid future. Corporate are searching for well-skilled business management pass-outs, those who can

contribute to the growth of the company from the very start. No company wants to spend much time in hiring and training a person at the fresher level.

An efficient management education framework is becoming a need for every country today as the skilled managers are needed to manage the complexities of the corporate world. The country that arranges for such flexible and wide management education for its young students will gain an edge over other countries and will progress much in future on the behalf of its more talented and practically trained managers.

Role of Business Schools in Developing Management Education in India

The B-Schools are the most appropriate nursery of shaping and developing management graduates for entrepreneurship who possess integrity and ethical standards, a deep sense of social responsibility, a commitment to the up-liftman of their communities, understand protection and sustainability of the environment, and the improvement of the people's quality of life. In Indian scenario, the B-Schools are in a position to develop case studies on entrepreneurship practices relevance. While doing this the students

will gain new insights into the entrepreneurship and walk away not only with tools but also with a clearer sense of their role as drivers and facilitators of positive change in the society in the way they do business.

The Indian Management schools should reinvent themselves with changing times and redesign their academic curriculum for facing the current challenges in the business environment. The faculties should be from excellent academic background with an industry exposure. They should be a special breed of people driven by passion rather money. They need to inspire and motivate the students through right communication skills. They should preferably have industry experience in a reputed organization. Therefore, Management education is evergreen with job opportunities. It is also found that management programs offered by many colleges and universities suffer from serious drawbacks and criticism.

Trends in Management Education

Global competition, emergence of consulting business and Internet based transactions are changing the product offerings in management education. The trends of evolution of management education indicate that knowledge creation is becoming more

student based. This will usher in a variety of changes, including, paradoxically, a trend towards closer interaction among industry, students and faculty. e-Learning and computer-based learning packages are making inroads slowly.

Challenges and Drawbacks in Management Education

Challenges

1. The current curriculum in management education does not teach students in facing the challenges in business environment.
2. It merely teaches the concepts with case studies.
3. It does not focus on the challenges arising out of rapid growing technology and the challenges involved in running an enterprise.
4. Those who come to academic area are the ones who could not be absorbed in the industry or those who come to this profession by chance or those who chose this career out of passion.

Drawbacks

Insufficient availability of specialized experts and qualified faculty.

1. Lack of Industry based specializations.
2. Lower infrastructure
3. Burden with heavy subjects.
4. Lack of necessary guidance to the

students.

5. Lack of updated and industry based syllabus.
6. Lack of Inter-disciplinary approach.
7. Lack of specified authorities for quality research in management studies.
8. The courses remain too theoretical and do not equip students with the right Attitudes, Skills and Knowledge required for them to be employable.
9. Neither the institutions nor the students are clear as to what kind of product specification is achieved at the end of the two years of study i.e., the quality of students produced.

Skills Required in Future Global Management

The future global manager would require the following new skills:

- Information Technology Management Skill,
- Information Management Skill,
- Decision-making in very dynamic environment
- HRD Skill

- Innovation/Creativity
- Service Sector Management Skills,
- Time Management Skills
- Stress Management Skills
- Environment Management Skills
- Entrepreneurship
- Customers Services Management Skills

Management schools will have to develop these skills among students.

Conclusion

India's Management education is undergoing a major transition, internationalization, cross cultures, strategic alliances, partnership & mergers are the new trends in management education. The four pillars for effective management education are industry experience, consultancy experience, research experience and teaching experience. When faculties possess these four areas of experience and expertise, then it ensures qualitative management education. The present business education is broken and need to be reinvented with changing times.

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हिंदू धर्मातील वर्णव्यवस्थेचे प्राचीन आणि आर्वाचीन स्वरूप : एक तात्त्विक अध्ययन

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सारांश

प्राचीन हिंदू धर्माचे संगठन हे वर्णाश्रम धर्मावर केले गेले होते. समाज व्यवस्था सुदृढ, स्थिर आणि विकसनशील होण्यासाठी वर्णाश्रम व्यवस्थेची निर्मिती केली गेली. वर्णव्यवस्थेच्या उत्पत्तीविषयक अनेक सिद्धांत सांगण्यात आले. ऋग्वेदात सांगितल्याप्रमाणे, समाज व्यवस्था टिकून राहण्यासाठी तसेच सुरळीत चालण्यासाठी तिच्यातील नैतिक मुल्यांना स्थिरता प्राप्त होणे तत्त्वतः आवश्यक होते. या दृष्टीने समाजाच्या सुव्यवस्थेकरिता कर्म विभागणीची आवश्यकता निर्माण झाली आणि त्यातुनच चातुर्वर्ण्य व्यवस्थेचा उगम झाला. या दृष्टीने, ब्राह्मण, क्षत्रिय, वैश्य, शूद्र हे चार वर्ण कल्पिल्या गेले. ही गुणकर्माधिष्ठित वर्णव्यवस्था समाजाच्या सर्वांगीण प्रगतिला पोषक होती. परंतु या आदर्श वर्णव्यवस्थेचा समाज विघातकांनी उच्च-निच्य भेदभावांवर आधारलेल्या कृत्रिम जातिव्यवस्थेशी अकारणच संबंध जोडला आणि वर्णव्यवस्था मोडकळीस आणण्याचा प्रयत्न केला परंतु भारतीय संस्काराची मुळे समाजमनावर इतकी खोलवर ऋजली आहेत की आर्वाचीन काळात ही वर्णव्यवस्था टिकूनच आहे. फक्त तिचे स्वरूप पालटले आहे. औद्योगिकरण, नागरीकरण, पश्चिमीकरण या सर्वांचा प्रभाव या वर्णव्यवस्थेवर झालेला आहे.

आज वर्णव्यवस्था ही जन्मावर आधारित नसून व्यक्तिचे गुण, कर्म, स्वभाव, बुद्धिमत्ता यावर अवलंबून आहे. मनुष्याच्या अंगी असलेल्या गुणांनी त्याचा स्वभाव व बौद्धिक कुवतीनुसार तो करत असणाऱ्या कर्माच्या आधारावरच समाजातील त्याचा उच्च किंवा नीच दर्जा ठरविला जात आहे.

आज परंपरागत व्यवसाय आणि उद्योगांनी नवीन रूप धारण केले आहे. ब्राह्मण, क्षत्रिय, वैश्य व शूद्र प्राचीन वर्णानुसार त्यांना मोजून दिलेले कर्म सोडवून बौद्धिक व शारिरीक कुवती प्रमाणे कर्म करतांना दिसत आहेत. शूद्र कुळात जन्मलेली व्यक्ती अंगच्या गुणांनी उच्च पदी विराजमान आहे. तर उच्च कुळात जन्मलेली व्यक्ती कार्यकुशलतेअभावी निम्न दर्जाचे काम करित आहे. आज व्यक्तिच्या जन्माप्रमाणे वर्ग श्रेणी ठरत नसून, नोकरी व्यवसायानुसार श्रेणी तयार झालेला आहे. कुशल आणि अधिकारी वर्गाचा स्तर उच्च, कारकुनाचा मध्यम दर्जा आणि झाडु लावणारा, सामान वाहकाचा निम्न दर्जा समजला जातो. मग ते जन्माने ब्राह्मण, क्षत्रिय, वैश्य, शूद्र कुणीही असोत. वरील सर्व वर्ग एकमेकांशी मैत्रीपूर्ण व्यवहार करतांना दृष्टीस पडत आहेत. थोडक्यात आर्वाचीन वर्णव्यवस्था ही प्राचीन वर्णव्यवस्थेचेच विकसित रूप होय असे म्हणता येते.

सांकेतिक शब्द : हिंदू धर्म, धर्म संकल्पना, प्राचीन वर्णव्यवस्था, आर्वाचीन वर्णव्यवस्था

प्रस्तावना

हिंदू धर्म हा जगातील अत्यंत प्राचीन धर्म आहे. संपूर्ण विश्वाला मार्गदर्शन करण्याची आणि मानवी जीवनाला सुखी, समृद्धी, समाधानी बनविण्याची क्षमता या हिंदू धर्मात आहे. हिंदू धर्म हा अनेक ऋषी, मुनी, साधक, दार्शनिक यांच्या धार्मिक अनुभवांच्या संगठनांचे संकलन होय. हा धर्म कुठलाही जाति-विषेश धर्म नाही. तत्त्वज्ञानाच्या दृष्टीने उपनिषदे, ब्रह्मसुत्रे व गीता ही प्रस्थानत्रयी हिंदू धर्माचे अधिष्ठान

मानले जाते. या सर्व ग्रंथांमध्ये आत्मा, मोक्ष, परलोक, यांचे विवेचन आढळते व त्याच बरोबर व्रत, यात्रा, उपासना या गोष्टींवर देखील भर दिलेला आढळून येतो. एकंदरीत हिंदू धर्माची उभारणी ही आध्यात्मिक जीवनावर केलेली दिसून येते. परंतु हिंदू धर्मात आध्यात्मिक म्हणजेच पारमार्थिक जीवनाबरोबरच समाज-धारणेला व अभ्युदयालाही महत्त्व दिलेले दिसून येते. वरिल ग्रंथांव्यतिरिक्त भारतीय वाङ्मयातील अनेक प्राचीन ग्रंथात (ऋग्वेद, ब्राह्मण ग्रंथ, श्रुती,

पुराणे इ.) व्यक्ती व समाज यांनी कसे वागावे? कोणती आचार संहिता आचरणात आणावी? याचे उत्कृष्ट विवेचन केले आहे. आचार संहितेची ही जी चिकित्सा केली गेली त्याला 'धर्म' असे संबोधले गेले आहे. व्यक्तिके कर्तव्य, गुण, न्याय, शील व कर्म या गोष्टींच्या संदर्भात 'धर्म' या शब्दाचा उपयोग केल्या गेलेला आढळतो.

धर्म हा शब्द 'धृ' या धातुपासून तयार झालेला असून 'धृ' याचा अर्थ धारण करणे असा होतो. त्यानुसार, 'धारणात धर्म मित्याहुः धर्मो धारयति प्रजः। अशी त्याची व्याख्या होते. समाजाला आणि प्रजेला एकसुत्रात बांधणारा तो 'धर्म' या प्रकारे धर्म ही नैतिक व्यवस्था आहे. धर्मासंबंधी विचार करतांना भारतीय तत्त्वज्ञानी खोलवर मीमांसा केलेली आहे. यामध्ये प्रत्येकाला बंधनकारक अशा कर्तव्यबंधनाचा म्हणजे यमनियमादि दहा साधारण धर्माचा व स्वधर्माचा म्हणजे वर्णाश्रम धर्माचा समावेश केलेला आहे. व्यक्तिके चित्तशुद्धीसाठी दहा साधारण धर्मांचे पालन तर समाजाचे व पर्यायाने व्यक्तिकेही स्वैर्य टिकावे या हेतुनेच वर्णाश्रम धर्मांचे पालन आवश्यक मानल्या गेले होते.

प्राचीन भारतीय समाजाचे संगठनच वर्णव्यवस्था आणि आश्रम व्यवस्थेच्या आधारावर केले होते.

प्रस्तुत शोध निबंधात वर्णाश्रम धर्मातील वर्णव्यवस्थेचे प्राचीन काळातील स्वरूप कसे होते? या वर्णव्यवस्थेमागील उद्देश काय होता? समाजाच्या दृष्टीने ही वर्णव्यवस्था कशी महत्त्वपूर्ण होती? तसेच आर्वाचीन काळात वर्णव्यवस्थेचे स्वरूप कसे आहे? या सर्व प्रश्नांची तात्त्विक चिकित्सा करण्याचा प्रयत्न केला आहे.

वर्णव्यवस्था : प्राचीन स्वरूप

वर्ण हा शब्द 'वृ' या धातूपासून तयार झाला आहे. त्याचा अर्थ 'वरण' करणे म्हणजे निवड करणे होय. व्यक्ति आपल्या योग्यतेनुसार कर्माची निवड करतो. त्याला 'वर्ण' असे म्हणतात. 'वर्ण' हा शब्द 'वर्ग' विशेष चा संकेत देतो. ज्याचा अर्थ समाजातील विशिष्ट कार्य व स्थान असा होतो. आपले समाजातील विशिष्ट कार्य व स्थान या दृष्टीने एक वर्ग दूसऱ्या वर्गाहून भिन्न ठरतो.

ही वर्णव्यवस्था फार हळूहळू विकसित होत गेली. या वर्णव्यवस्थेद्वारा व्यक्तीचे अंगी असलेले गुण आणि समाजाच्या दृष्टीने आवश्यक गोष्टींवर लक्ष ठेवले गेले. सर्व वर्णांचा मूल आधार धर्मलाच मानले गेले. समाजव्यवस्था सुरळीत चालावी म्हणून वर्ण व्यवस्थेतील कर्तव्य 'धर्म'शी जोडले गेले होते.

वर्णव्यवस्थेच्या उपपत्तीचे अनेक सिद्धांत सांगितले गेले. दैवी सिद्धांतानुसार ऋग्वेदात सर्व प्रथम ईश्वरानेच समाजाला चार वर्णांत विभाजीत केले आहे. तसेच विभिन्न वर्णांची उत्पत्ती त्या सर्वशक्तिमान ईश्वराच्या विभिन्न अंगापासून झाली आहे. मूखापासून ब्राह्मण, भूजापासून क्षत्रिय, पोटापासून वैश्य आणि पायापासून शूद्रांची निर्मिती झाली आहे. मूख हे वाणी निर्मितीचे स्थान आहे म्हणून ब्राह्मणांची उत्पत्ती मानव जातीचे शिक्षक या रूपात झाली. भुजा शौर्य व शक्तिचे प्रतिक म्हणून क्षत्रियांचे कार्य हत्यार ग्रहण करून मानव जातीचे संरक्षण करणे होते. पोट शरीराचे पोषण करते म्हणून वैश्यची उत्पत्ती सर्व मानवजातीला अन्न प्रदान करणे अथवा पोषण करण्यासाठी झाली. पाय शरीराचे ओझे वहाते अर्थात शूद्रांची निर्मिती तिन्ही वर्णांची सेवा करण्यासाठी झाली.

वर्णव्यवस्थेला दैवी आधार प्रदान करण्या— मागील हेच कारण होते की दैवी शक्तीला घाबरून सर्व जण आपापल्या वर्णानुसार कार्य करतील व त्याचे उल्लंघन करण्याचे साहस करणार नाही.

याशिवाय या वर्णव्यवस्था उत्पत्तिच्या संदर्भात गुण सिद्धांत सांगितल्या गेला. मनुष्यां— मध्ये चार प्रकारच्या प्रवृत्ति पहायला मिळतात. सात्विक, सात्विक—राजसिक, राजसिक—तामसिक आणि तामसिक या प्रवृत्तिनुसार क्रमशः ब्राह्मण, क्षत्रिय, वैश्य, शूद्र असे चार वर्ण निर्माण झाले.

वरिल दोन्ही उत्पत्ती पेशा अधिक महत्वपूर्ण ठरतो तो वर्णव्यवस्थेच्या संदर्भातील कर्म आणि धर्म सिद्धांत. ऋग्वेदात सांगितल्याप्रमाणे मनुष्य आपले व्यक्तिगत जीवन सामाजिक संदर्भातच जगत असतो. ही समाज व्यवस्था टिकून राहण्यासाठी तसेच सुरळीत चालण्यासाठी तिच्यातील नैतिक मूल्यांना स्थिरता प्राप्त होणे तत्वतः आवश्यक ठरते. या दृष्टीने समाजाच्या व्यवस्थेकरिता कर्म विभागीची आवश्यकता निर्माण झाली व त्यातूनच चातुर्वर्ण्य व्यवस्थेचा उगम झाला. या दृष्टीने ब्राह्मण, क्षत्रिय, वैश्य, शूद्र असे चार वर्ण कल्पिल्या गेले. जे लोक यज्ञकर्म करित होते त्यांना ब्राह्मण, जे लोक युद्धात निपुण होते तसेच सुरक्षा प्रदान करण्यास समर्थ होते त्यांना 'क्षत्रिय' नाव देण्यात आले, ज्या लोकांचा मुख्य व्यवसाय कृषि तथा पशुपालन होता त्यांना 'वैश्य' ही संज्ञा लावण्यात आली. जे लोक कुठलेही कर्म करण्यास अपात्र होते ते चौथ्या स्थानावर होते त्यांना शूद्र ही संज्ञा लावण्यात आली. उच्च वर्णातील लोकांची सेवा करणे हे त्यांचे प्रधान कार्य मानले गेले होते.

अशाप्रकारे कर्मावर आधारित वर्णांचे

विभाजन करण्यात आले. या वर्गात कर्मांना 'वर्ण—धर्म' असे म्हटले गेले. धर्म त्यांच्या कर्तव्य निश्चिततेचे प्रतीक होते. या कर्मसिद्धांताला धर्मशी जोडल्या गेले व कर्मफलाला पुर्नजन्माशी जोडल्या गेले. मनुष्याचे वर्तमान जीवन हे त्याच्या मागील जन्मात केलेल्या कर्मांचे फळ होय असे मानल्या गेले. प्रत्येक वर्णातील लोकांना खालील निर्दिष्ट कर्म करणे आवश्यक मानल्या गेले.

ब्राह्मण

बौद्धिक श्रेष्ठतेमुळे ब्राह्मणांचे स्थान सर्वात उच्च होते. वेदाध्ययन करणे, अध्यापन करणे, करविणे, यज्ञ करणे, दान देणे, दान घेणे ही ब्राह्मणांची सहा कर्तव्य सांगितली गेली. ब्राह्मण धार्मिक क्रियाद्वारे समाजाचे रक्षण करित, यज्ञ करून समाजाचे कल्याण व तपश्चर्येने ज्ञानप्राप्ती करून समाजाला मार्गदर्शन करित होते. एवढेच नव्हे तर सदाचरणाने नैतिक मूल्यांची स्थापना करित होते. ब्राह्मणांच्या या कर्मांलाच 'ब्राह्मण्य' म्हणतात. आचारहीन ब्राह्मण पूज्य समजल्या जात नव्हता. अन्य वर्णांच्या अपेक्षेने ब्राह्मणाला विशेष सुविधा देखील प्राप्त होत्या. सामाजिक, राजनीतिक, आर्थिक, धार्मिक आणि शैक्षणिक विशेष अधिकार ब्राह्मणाला प्राप्त झाले होते. दान घेण्याचा अधिकार केवळ ब्राह्मणालाच होता.

क्षत्रिय

ब्राह्मणांनंतर समाजात क्षत्रियांचे स्थान होते. ऋग्वेदात त्यांना 'क्षत्र'शी जोडल्या गेले होते. 'क्षत्र' चा अर्थ शौर्य, पराक्रम असा केला जातो. क्षत्रिय म्हणजे सामर्थ्याचा प्रतिनिधी, सर्वसामान्य जनतेचे कलह आणि संघर्षापासून रक्षण करणे, परकीय आक्रमणापासून जनतेचे रक्षण करणे ही क्षत्रियांची कर्तव्ये होती.

अध्ययन अध्यापनाचा त्यांना अधिकार

होता. पण यज्ञ करण्याचा अधिकार नव्हता. युद्धात विजय मिळविल्यावर सर्व वस्तुंवर व राजाला मिळणाऱ्या भेट वस्तुंवर त्यांचा अधिकार रहात असे.

वैश्य : समाजात वैश्यांचे स्थान तिसऱ्या नंबरवर होते. समाजाच्या ऐहिक उन्नतिसाठी आवश्यक ते उत्पादन व धनसंचय करण्याची जबाबदारी त्यांच्यावर होती. कृषी व्यापार, पशुपालन, दान देणे, यज्ञ करणे, वेद अध्ययन करणे, व्यापार करणे, व्याज देणे, शेती करणे ही वैश्यांची कर्तव्ये होती.

शूद्र : चौथ्या नंबरवर शूद्रांचे स्थान होते. आपल्यापेक्षा श्रेष्ठ तीन ही वर्णातील लोकांची सेवा करणे व त्यांना आपापली कर्तव्ये योग्य रितीने पार पाडता यावी यासाठी शक्य तेवढ्या शारिरीक श्रमाद्वारे त्यांना मदत करणे.

ऋग्वेद काळी या चारही वर्णांमध्ये मित्रता व बंधूता होती. वर्णव्यवस्था एक आदर्श समाज व्यवस्था होती. परंतु या आदर्श वर्णव्यवस्थेचा समाज विघातकांनी उच्च—नीच भेदांवर आधारलेल्या कृत्रीम जातिव्यवस्थेशी अकारणच संबंध जोडला, जो मूलतःच वर्णव्यवस्थेच्या मूलभूत तत्वांशी विसंगत होता. जातिनिष्ठ सामाजिक भूमिकेवर आधारलेली समाज व्यवस्था हळूहळू निर्माण झाली आणि वर्ण व्यवस्थेतील मानवी जीवनाचे आदर्श डागाळल्या गेले.

वर्णव्यवस्था : आर्वाचीन स्वरूप

आज आधुनिकीकरणाने संपूर्ण विश्वामध्येच परिवर्तन घडवून आणलेले आहे. इतक्या परिवर्तनानंतरही या संस्कृतीने दिलेल्या कर्माचे संस्काराचे आणि परंपरांचे काही प्रमाणात का होईना पालन केले जाते. त्यामुळेच आजही वेगळ्या स्वरूपात ही वर्णव्यवस्था टिकून आहे. फक्त आर्वाचीन काळातील या वर्णव्यवस्थेच्या

स्वरूप पालटले आहे. औद्योगिकरण, नागरिकीकरण, पश्चिमीकरण या सर्वांचा प्रभाव या वर्णव्यवस्थेवर झालेला आहे जो खालीलप्रमाणे आहे.

औद्योगिकरण आणि वर्णव्यवस्था

परंपरागत व्यवसाय आणि उद्योगांनी नवीन रुप धारण केले आहे. सर्वच वर्णातील लोक प्राचीन वर्ण व्यवस्थेनुसार योजून दिलेले कर्म सोडून वेगवेगळे व्यवसाय करतांना दिसतं आहे. कुशल व्यक्ती ज्ञान दानास पात्र समजली जात आहे. ज्ञान दानाचे काम करण्याकरिता जातीचे बंधन राहिलेले नाही. आज कुठल्याही कुशाग्र बुद्धिमतेच्या व्यक्तीला स्वतःच्या पात्रतेनुसार कर्म निवडण्याचे स्वातंत्र्य आहे. वेगवेगळ्या वर्गाचा वेगवेगळा दर्जा तयार झालेला असून कुशल आणि अधिकारी वर्गाचा स्तर उच्च, कारकूनाचा मध्यम दर्जा आणि झाडू लावणारा, सामानवाहक लोकांचा निम्न दर्जा समजल्या जातो. मग ते ब्राह्मण, क्षत्रिय, वैश्य, शूद्र कुणीही असोत. हा वर्ग एकमेकांशी मैत्रीपूर्ण व्यवहार करताना दिसतो.

नागरिकरण आणि वर्णव्यवस्था

उद्योगांच्या विकासा बरोबरच नागरी जीवनाचा विकास होत आहे. ग्रामीण भागातील अधिकांश लोक कृषिक्षेत्र सोडून नगराकडे आकर्षित होत आहेत. त्यांच्या खान—पान, राहाणीमानात देखील परिवर्तन झाले आहे. तसेच आंतर—जातीय विवाहास मान्यता दिली जात आहे. यावरून त्यांचे वैचारिक विकास झालेला दिसून येते. आज समाजातील विभिन्न लोकांमध्ये दिसणारा मेळ हा जातीचा नसून वर्गाचा आहे.

पश्चिमीकरण आणि वर्णव्यवस्था

पश्चिमीकरणाने वर्णव्यवस्थेचे स्वरूप

बदलतच आहे. राहणीमान, खानपानाच्या सवयी, घराचे बांधकाम या सर्व गोष्टींमध्ये अमुलाग्र बदल झालेले आहेत. या सर्व गोष्टींमध्ये पाश्चिमात्य लोकांचे अनुकरण केले जात आहे. पाश्चिमात्य जीवनशैलीचा प्रभाव खेड्यापासून शहरापर्यंत सगळीकडेच पाहावयास मिळत आहे. प्रत्येकच व्यक्ती आधुनिक जीवनशैलीचा अवलंब करण्याचा सफल प्रयत्न करीत आहे.

निष्कर्ष

वर्णव्यवस्थेचे अत्यंत व्यवस्थित रूप केवळ भारतीय व्यवस्थेतच पाहावयास मिळते. प्राचीन वर्णव्यवस्था ही समाजाच्या सर्वांगीण प्रगतीला, स्थैर्याला आणि व्यक्त्याच्या उन्नतीला पोषकच होती. या वर्णव्यवस्थेत ऐक्य, सुसंवादित्व, श्रम विभागाचे तत्व अंतर्भूत होते तसेच मनुष्याच्या नैसर्गिक पात्रतेनुसार त्याची त्या योग्य जागी योजना करणे व वर्णप्राप्त कर्म कर्तव्यबुद्धीने करण्याचे प्रेरणातत्व त्यात गोवले होते.

प्राचीन वर्णव्यवस्था ही श्रम विभाजनावर व नंतर जन्मावर आधारित होती तर आर्वाचीन काळात वर्णश्रेणी ही जन्मावर आधारित नसून गुण, कर्म, स्वभाव, व्यवसाय, नोकरी, बुद्धीमत्ता, यावर आधारित आहे. आज समाजात मनुष्य त्याच्या अंगी असलेल्या गुणांनी, करणाच्या कर्मांनी, त्याच्या स्वभावाने व बुद्धीमत्तेप्रमाणे त्याला मिळणाऱ्या कर्मानेच उच्च किंवा निच वर्णाचा समजल्या जातो. माझ्या मते आर्वाचीन वर्ण व्यवस्था ही देखिल चार भागात

विभागली गेलेली आहे ते म्हणजे (१) शिक्षक (२) रक्षक (३) पोषक (४) सेवक होय. आर्वाचीन वर्णव्यवस्था ही समाजापुरतीच मर्यादीत नसून राष्ट्रव्यापी झालेली आहे. शैक्षणिक, क्रिडा, कला व इतरही क्षेत्रात ज्ञान दानाचे काम करणारी प्रत्येकच व्यक्ती 'शिक्षक' या वर्गात मोडते. स्थलसेना, जलसेना वायुसेना या मध्ये काम करणारे राष्ट्राचे रक्षण करतात या अर्थाने ते राष्ट्राचे 'रक्षक' ठरतात तसेच पोलिस शासकीय आणि अशासकीय कचेरीत सुरक्षा कर्मचाऱ्याचे काम करणारे समाजाचे रक्षणच करतात त्या अर्थाने ते 'रक्षक' या वर्गात मोडतात. शेती, कृषी व्यवसाय करणारे, वाणिज्य, कारखाना इत्यादीत काम करणारे समाजाचे पोषण करतात त्या अर्थाने ते 'पोषक' या वर्गात येतात. सर्वच शासकीय कर्मचारी, रूग्णांची सेवा करणारे डॉक्टर, परिचारीका, स्वेच्छेने राष्ट्रसेवा व समाजसेवा करणारे सर्व समाजाचे सेवकच होत. या अर्थाने हे सेवक या वर्गात मोडतात. या चार वर्गांना धर्म, जाती या कुठल्याही गोष्टीचे बंधन नाही. हे चार ही वर्ग राष्ट्राचे आवश्यक अंग आहेत. यांच्याशिवाय राष्ट्रात सुव्यवस्था प्रस्थापित होऊ शकणार नाही.

आर्वाचीन वर्णव्यवस्था ही प्राचीन वर्ण-व्यवस्थेच एक विकसित रूप होय असे म्हटले तर वावगे ठरणार नाही. माझ्यामते प्राचीन वर्ण व्यवस्थेची बौद्धिक आणि तात्त्विक चिकित्सा केल्या गेल्यामुळेच आज तिचे आर्वाचीन काळात विकसित रूप आकारास आले आहे.

संदर्भ ग्रंथ

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अज़ीम उर्दू शायर : फ़िराक़ गोरखपूरी

रेशमा तज़यीन

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सारांश

फ़िराक़ की ये उर्दू से मोहब्बत ही थी जिस ने उन्हें उर्दू में शेर कहने पर आमामदा किया। मुख्तलिफ़ मौजोआत पर उन्होंने कलम उठाया है और इन जज़बात, खयालत और एहसासात को पेश करने में उन्हें कामयाबी भी हासिल हुई है। फ़िराक़ तरक्की पसंद शायरों की सफ़ में सरेफ़हरिस्त शुमार किये जाते हैं। उनकी शायरी में हुस्न व इश्क़ की बातें, नाकामी व नामुरादी, इज़तेराब, बेचैनी, तड़प, सोज़ व गुदाज़, सर मस्ती, सरशारी नज़र आती है।

सांकेतिक शब्द : फ़िराक़, उर्दू, शायरी, हुस्न व इश्क़, तहरीक

प्रस्तावना

हर ज़माने की शायरी जदीद ही होती है। वो अपने समय के नए अहसास को व्यक्त करती है। जदीद शायरी वह है जो माहोल को सही रूप में व्यक्त करने में खुद अपने आप को बदल दे। १८५७ के गदर के बाद भारत में नए हालात पैदा हुए और नई तहज़ीब की झलकियाँ नज़र आने लगीं। उसने जिंदगी के हर विभाग में अपना एक नया अंदाज़ पैदा किया। उर्दू शायरी भी उस से बच न सकी। शायरी के विषय बदल गए और नए विषयों को पेश किया जाने लगा। इस बदलाव की सब से पहली झलक लाहौर में 'अंजुम-ए-पंजाब' के ज़ेर-ए-असर आयोजित होने वाले मुशायरों में नज़र आती है। उन मुशायरों की विशेषता यह थी के उन में मिस्र-तरह की बजाए नज़्मों के शीर्षक दिए जाते थे और उन ही शीर्षकों पर परीक्षण किया जाता था। इस में हाली को विशेष महत्व प्राप्त हुआ।

अल्ताफ़ हुसैन हाली १८३७ में पानीपत में पैदा हुए और १९१५ में उनका इंतकाल हुआ। उनकी वालेदा सय्यदानी थी और वालिद का शिज़रह-ए-नसब हज़रत अबुअय्युब अंसारी से

जा मिलता है। उनके बुजुर्गों में बड़े बड़े आलिम-ए-दीन और अदीब गुज़रे हैं। पानीपत का एक पुराना दस्तुर था कि वहाँ हर मुसलमान बच्चा कुर्आन शरीफ़ का एक हिस्सा ज़रूर हिफज़ (याद) करता था। हाली को बचपन ही से पढ़ने का बेहद शौक़ था और वो काफ़ी ज़हीन थे। उन्होंने जल्द ही कुर्आन शरीफ़ हिफज़ कर लिया। कुर्आन शरीफ़ हिफज़ करने के बाद फ़ारसी की थोड़ी बहुत तालीम सय्यद जाफ़र अली से हासिल की। यह उन बुजुर्ग के साथ का नतीजा था कि हाली की तबीयत में शायरी का जो फ़ितरी मादा था उसे जिला मिली। फ़ारसी के साथ साथ हाजी इब्राहीम हुसैन से अरबी पढ़ी। उनकी ख़्वाहिश थी कि अपनी तालीम पूरी करे, लेकिन १७ बरस की उम्र में उनकी मर्जी के ख़िलाफ़ उनकी शादी कर दी गई। लेकिन तालीम की चाह उनमें मौजूद थी और उसे पूरा करने की चाह में वो बग़ैर किसी को बताए बिल्कुल ख़ाली हाथ दिल्ली चले आए और फिर वो दिल लगाकर तालीम के साथ साथ शेर व सुखन की महफ़िलों से भी लुत्फ़ अंदोज़ होते रहे और शेर-गोई भी शुरू कर दी।

दिल्ली में उनकी मुलाकात मुस्तफा खाँ शेफ़ता से हुई। उन्होंने हाली को जहाँगीरआबाद बुलाकर अपने बच्चों की शिक्षा का काम उनके जिम्मे कर दिया और आठ साल ये सिलसिला जारी रहा। शेफ़ता बहुत अच्छा शोरी ज़ौक रखते थे। हाली ने उनकी सोहबत से बहुत फ़ैज़ उठाया। उनकी वफ़ात के बाद हाली लाहौर चले आए और पंजाब गवर्मेंट बुक डेपो में मुलाज़िम हो गए। लाहौर ही में उनकी मुलाकात मोहम्मद हुसैन आज़ाद से हुई जो उर्दू शायरी में कुछ तरमीम, कुछ दुरुस्ती चाहते थे। फिर १८७४ में एक नए किस्म के मुशायरे की बुनियाद डाली, जिस में मिस्र-तरह के बजाए मौजू दिए जाते थे।

हाली ने बड़ी गरम जोशी से इस अंदाज़ के मुशायरे का ख़ैर मक़दम किया और चार नज़्में बरखारुत, 'निशात-ए-उम्मीद', 'हुब्बे वतन', 'मनाज़िर-ए-रहम व इंसाफ़' क़लम बंद की। इन में से हर एक नज़्म नए शऊर, जदीद रूजहान को व्यक्त करती हैं। उन्होंने उर्दू नज़्म निगारी को नए रास्ते दिखाए। ये जो नई स्थिति दर्शाती नज़्में हैं, ऐसी नज़्में इससे पहले उर्दू में क़लम बंद नहीं की गई थी। इसी लिए आज भी जदीद उर्दू शायरी में वह मील का पत्थर है।

सबसे पहली नज़्म 'बरखारुत' है। यह एक शुद्ध हिंदुस्तानी नज़्म है। जिस में हाली ने अपने ख़्यालात हल्के फुल्के अंदाज़ में पेश किए हैं। इस नज़्म में देश भक्ति की भावना के साथ साथ उनकी राजनीतिक, सामाजिक और आर्थिक चेतना का पता चलता है। इस नज़्म में उन्होंने बरसात से पहले की गर्मी की तीव्रता, जानदारों का तड़पना, बाग़ों की वीरानी, लू, बेचैनी व बेहाली की तस्वीर-कशी की है।

गर्मी से तड़प रहे थे जानदार
और धूप में तप रहे थे कोहसार।

रस्तों में सवार और पैदल
सब धूप के हाथ से थे बेकल।
थी सब की निगाह सूप इफ़लाक
पानी की जगह बरसती
मेरी घुड़ी में पड़ी थी
होके हल उर्दू ज़बाँ
जो भी मैं कहता गया,
हुस्न-ए-बयान बनता गया।

रघूपति सहाय, फ़िराक़ गोरखपुरी, उर्दू, अदब का मशहूर और जाना माना नाम है। वो जदीद दौर के मशहूर और मुनफ़रिद गज़ल गो शायरों में शुमार किये जाते हैं। फ़िराक़ २८ अगस्त १८९६ में गोरखपुर में पैदा हुए। असल नाम रघूपति सहाय और फ़िराक़ उनका तख़ल्लुस था। इबतेदाई तालीम घर पर हासिल की फिर स्कूल में दाखिल किए गए। उन्होंने इलाहाबाद युनिव्हर्सिटी से बी. ए. किया। फिर अंग्रेजी में एम.ए. करके इलाहाबाद विश्व-विद्यालय के अंग्रेजी विभाग से वाबिस्ता हुए। उन्होंने आज़ादी की जंग में भी हिस्सा लिया। वो भी देश की आज़ादी के लिए सरगर्म थे। और इसी सिलसिले में उन्हें जेल भी जाना पड़ा। जेल में मौलाना मोहम्मद अली जौहर, मौलाना हसरत मोहानी से मुलाकात हुई। उन शख़सियात की सोहबत से फ़िराक़ की शायरी में नया हुस्न पैदा हुआ।

फ़िराक़ के शायराना मिज़ाज की तशकील में कई अनासिर कार फ़रमा रहे हैं। फ़िराक़ ने मीर, ग़ालिब, मुसहफ़ी, हसरत मोहानी जैसे अज़ीम शायरों से फ़ैज़ हासिल किया। फ़िराक़, मुसहफ़ी से काफ़ी मुतास्सिर रहें हैं और यही वजह है के उनकी शायरी पर मुसहफ़ी के शायराना अनदाज़ और उनके कलाम की तरह नरम और नाजुक कौफ़ियतें कार फ़रमा नज़र आती हैं।

फ़िराक़ की शायरी का आगाज़ सन १९१६ के करीब हुआ। फ़िराक़ ने अपनी किताब 'शबनमिस्ताँ' में लिखा है कि; "अलबत्ता मैं इस हकीक़त को बहुत अहमीयत देता हूँ के, उर्दू शायरी में हिंदुस्तानी कलचर और हिंदुस्तानी मिज़ाज का ग़ालिब असर होते हुए भी उर्दू शायरी को फ़ारसी, अरबी और दुनिया की दीगर ज़बानों के अदब में जो आफ़ाकी कलचर के अनासिर हैं उन्हें ज़रूर जज़ब कर लेना चाहिए। इसके साथ साथ मैं यह भी चाहता हूँ के उर्दू अदब व शायरी में हिंदुस्तानियत और बुलन्द तरीन हिंदुस्तानियत इसी तरह कूट कूट कर भर दी जाए जैसे जर्मन अदब में जर्मनीयत, रूसी अदब में रूसीयत और हिजाज़ी अदब में हिजाज़ीयत। मैंने अपनी शायरी में इस अमर की कोशिश की है के इसका मिज़ाज, इसके ख़दओख़ाल, इस की रूह हिंदुस्तानी रहे, और दुसरी ज़बानों की अदब और शायरी के कलचर का इत् भी इस में खिंच जाए।"

फ़िराक़ की उर्दू शायरी में, हिन्दी अलफ़ाज़, उर्दू लफ़ज़ों के साथ बहोत खूबसूरती के साथ शीर व शकर हो गए हैं। ये आवाज़, ये अंदाज़ उर्दू ग़ज़ल की क्लासीकी रिवायत से एक अलग आवाज है, जिसमें फ़ारसी शायरी की तहज़ीब व सक़्ाफ़त, उसके कलचर के गहरे नक़ूश व असरात नज़र आते हैं।

क़फ़स से छूट के वतन का
सुराग भी न मिला
वो रंग—ए—लाला व गुल था
के बाग़ भी न मिला
सुना है बाद—ए—ख़िज़ाँ के हाथों
चमन का दूना निखार होगा
असर से इस शोला—ए—तपाँ का
कुछ और हुस्न—ए—बहार होगा।

अवधी और खड़ी बोली के मेल जोल से उनकी शायरी में नया लुत्फ़ पैदा हो गया है। उन्होंने अपनी शायरी में हिन्दी ज़बान की मौसीक़ियत को बड़े ही प्रभावी रूप में प्रस्तुत किया है। यही कारण है की फ़िराक़ की शायरी में हमें दिलकशी दिखाई देती है, और वो हमें अपनी ओर आकर्षित करती है।

खयाल—ए—गोसुए—जानाँ की वुसअतें मत पूछ
के जैसे फैलता जाता है शाम का साया।
दिलों को तेरे तबस्सुम की याद यूँ आयी
के जगमगा उठें जिस तरह मंदिरों के चिराग़।
माथे पे मेरे धूप उतरी थी सुहानी
मैं भी था कभी तेरी निगाहों की गुज़रगाह।

फ़िराक़ का ज़माना वो ज़माना था जब हिंदुस्तानी आज़ादी हासिल करने की चाह में हर मुमकिन अक़दाम कर रहे थे। वह विभिन्न क्षेत्रों में आज़ादी के लिए अपने संघर्ष और आकांक्षा का प्रदर्शन कर रहे थे और हर कोई आज़ादी के लिए कोशाँ था। यह वो ज़माना था जब मुख़तलिफ़ तहरीकें, विभिन्न आंदोलन जोर पकड़ रहे थे। यह आंदोलन, यह तहरीकें आज़ादी का नग़मा बुलन्द कर रही थीं। हर शख़्स, अपनी काबलियत का मुज़ाहि़रा करते हुए, आज़ादी की जंग में अपनी खिद्मात पेश कर रहा था। इनही आंदोलनों और तहरीकों में से एक 'तरक्की पसंद तहरीक' के ज़ेर असर अदीब व शायर अपने विचारों को जनता तक पहुँचा रहे थे, और सोई हुई क़ौम को जगाकर उन को उनके हुकूक के मुतालबे, उनके अधिकारों की मांग के लिए उकसा रहे थे। १९३६ में हिंदुस्तान में अंजुमन तरक्की पसंद मुसन्नीफ़ीन की नींव अंतरराष्ट्रीय आंदोलनों के प्रभाव में हुई थी। फ़िराक़ गोरखपूरी ने भी उस को बहुत प्रोत्साहित किया।

फ़िराक़ संकीर्ण सोच रखने वाले व्यक्ति

नहीं थे यही वजह थी कि इंसानियत उनकी शायरी में सराइयत किए हुए थी। इंसान दोस्ती का जज्बा उनकी शायरी में नज़र आता है। वह उस सभ्यता के प्रशंसक थे जिसमें प्राचीन और आधुनिक का मिलन दिखाई देता है। उनका ज़माना तशहूद और इन्तेशार का ज़माना था। बेचैनी और बदअमनी का दौर दौरा था। आज़ादी के शौदायी, आज़ादी के गीत गा रहे थे। आज़ादी प्राप्त करने की दिवानगी आम हो गई थी। उसी ज़माने में अपनी नज़्म “ज़माने का चैलेंज” और “आज़ादी” के ज़रिये वह अनक़रीब आनेवाले ऐतिहासिक बदलाव का संदेश देते हुए कहते हैं:

आलम—ए—नज़अ है आईन शहनशाही का
चाराहरगर अब तेरी बेकार मसीहाई है।

तुम्हीं करोगे मुन्तज़िम जहाँ को मज़दूरों
तुम्हीं सजाओगे दिवान आम आज़ादी।

सुकुँ का नाम न ले है वो क़ैद—ए—बेमियाद है
पै ब पै हरकत में क़याम आज़ादी।

तरक्की पसंदी के उस दौर में उर्दू शायरी को काफी मकबूलीयत हासिल हुई। तरक्की पसंद शायरी को कई कांटो भरी राहों से गुज़रना पड़ा। हर शायर अपनी विशिष्ट शैली, और अपनी सोच, अपने तख़य्युल की उड़ान से अपने जज़्बात क़लम बंद कर रहा था। तरक्की पसंद तहरीक के अब्बलीन अलम बरदारों में से एक फ़िराक़ भी थे, मगर अपने दाख़ली एहसासात, और ख़ारजी फ़लसफ़े की वजह से ज्यादा वक़्त इसका साथ न दे सके। हालांकि उन्होंने सियासी मामलों पर कम लिखा है। लेकिन पूंजीवाद के ख़िलाफ़, कड़वापन उनसे अलग नहीं। उनकी शायरी में सामाजिक-राजनीतिक चेतना है। जिससे उस वक़्त की अब्बाम मुतास्सिर थी।

रुकी रुकी सी शब—ए—मर्ग ख़त्म पर आयी।
वो पौ फटी वो नई जिंदगी नज़र आयी।

फ़िज़ा तबस्सुम सुबह बहार थी लेकिन
पहुँच के मंजिल—ए—जानाँ पर आँख़ भर आयी।

फ़िराक़ इस बात से वाक़िफ़ थे कि जिंदगी मुश्किलों, इम्तहानों से लबरेज़ है। यहाँ तज़ाद हर पल दिखाई देता है।

इस दौर में जिंदगी बशर की
बीमार की रात हो गई है।

इंसान को ख़रीदता है इंसान
दुनिया भी दुकान हो गई है।

‘धरती की करवट’, ‘तराना—ए—ख़िज़ाँ’, ‘दास्तान—ए—आदम’ वगैरा, फ़िराक़ की ऐसी नज़्मों हैं, जिनमें हिंदुस्तानी सभ्यता की झलक हमें साफ़ दिखाई देती है। उनके कई अशार ऐसे हैं जिन में उस दौर का प्रतिबिंब दिखाई देता है।

थी हर एक फ़स्ल की शान अलग
मगर ऐ सियासत—ए—मगरबी
तेरे हाथों उफ़ ये चमन लुटा
के ख़िज़ाँ है अब न बहार है।

एक जगह फ़िराक़ कहते हैं की;

हर आवाज़—ए—जरस पर
आ मिलेंगे काफ़ले वाले
तुझे मालूम भी है
कारवाँ दर कारवाँ हम हैं।

अज़ल से च म—ए—अंजुम मुन्तज़िर
थी जिस की दुनिया में
इस बेदारी—ए—नूअ—ए—बशर की
दास्ताँ हम हैं।

हमीं पर अब निगाह—ए—मुज़तरिब
उठती है आलम की
के इस बेचैन दुनिया के लिए
दारुलअमाँ हम हैं।

फ़िराक़ की ग़ज़लों में रानाई—ए—ख़याल और रंगीन बयानी मौजूद है। उनकी ग़ज़लों में हुस्न व जमाल की बड़ी ही दिलकश और हसीन तस्वीरें जा बजा नज़र आती है। उनके यहाँ इश्क़ मुक़ददस मक़ाम रखता है। हुस्न व इश्क़ के मौजू को फ़िराक़ ने सभ्यता के दायरे में रह कर हम सब के रुबरु पेश किया है।

तमाम शबनम व गुल है वो
सर से ता बा क़दम
रुके रुके से कुछ आँसू
रुकी रुकी सी हँसी।
शब—ए—विसाल के बाद
आइना तो देख ऐ दोस्त
तेरे जमाल की दोशीज़गी
निखर आयी।

हुस्न व इश्क़ के ख़याल और उसके प्रतिबिंब को दर्शाने के अलावा दीगर मौजूआत को भी फ़िराक़ ने अपनी शायरी में पेश किया है। वो जिंदगी में दर पेश आने वाली कठिनाईयों से अच्छी तरह वाकिफ़ थे। इंसानों की बेबसी, नाकामी व नामुरादी और महरूमियों से वह पूरी तरह आगाह थे। उन्होंने उन तथ्यों को कभी भी नज़र अंदाज़ न किया और उन विषयों पर अपनी शायरी में इज़हार—ए—ख़याल भी किया। जिंदगी के उतार चढ़ाव, नाकामी व नामुरादी, हसरत व यास, अक्वाम में मौजूद तशहदुद, हर मौजू से वो आशना थे। वह एक हस्सास दिल के मालिक थे। और यही वजह है की वो तड़प और बेचैनी व इज़तिराब जो उस दौर में आम इंसानों के अंदर मौजूद था, उसे अपनी शायरी के ज़रिये से फ़िराक़ ने बख़ूबी पेश किया। अपने दाख़ली एहसासात, और तजुर्बों को उन्होंने अपनी शायरी में एक नए अंदाज़ से पेश किया है।

फ़िराक़ ने अपनी शायरी में तशबीहात व इस्तेआरात का बख़ूबी इस्तेमाल किया है। उनकी शायरी में ताज़गी, नुदरत, शगुफ़तगी नज़र आती है। फ़िराक़ के मजमू—ए—कलाम में ऐसी ग़ज़लें भी मौजूद हैं जो उन्होंने उस वक़्त कही जब वह सियासी कैदी थे। उन ग़ज़लों में अज़म व स्थिरता नज़र आती है। उनकी ये ख़ूबी है की उन्होंने ग़ज़ल का रंग और उसकी ख़ूबसूरती को भी बरक़रार रखने की हर मुमकिन कोशिश की।

ये उदास उदास बुझी बुझी
कोई जिंदगी है फ़िराक़ की
मगर आज किशत—ए—सुख़न हरी है
उसी के दम से चमन चमन।

उनके व्यक्तित्व का यह ख़ासा था कि वह खुद जैसे थे, वो लोगों में खुद को वैसे ही पेश करते, जो दिल में होता वह ज़ाहिर कर देते, अपने दिली ज़ुबात को उन्होंने कभी दबाने की कोशिश नहीं की। लोगों से मुलाक़ात करना उनको बहुत पसंद था। और उनकी यही ख़ूबी थी कि अपने इस अंदाज़ की बदौलत महफ़िल लूट लिया करते थे, और सारी महफ़िल को अपना गरवीदा बना लेते थे। उन्हें नीन्द बहुत कम आया करती थी, जिस का ज़िक्र जा बजा उन्होंने अपनी शायरी में भी किया है। शब, अंधेरा, रात का ज़िक्र अक्सर हम उनकी शायरी में देख सकते हैं।

तबीयत अपनी घबराती है जब सुनसान रातों में
हम ऐसे में तेरी यादों की चादर तान लेते हैं।

रात भी, नींद भी, कहानी भी
हाय, क्या चीज़ है जवानी भी।
ख़ल्क़ क्या क्या मुझे नही कहती
कुछ सुनूँ मैं तेरी ज़बानी भी।

सर से पा तक सुपुर्दगी की अदा
एक अंदाज़ तरकमानी भी।
आँखों में जो बात हो गई है
एक शरह—ए—हयात हो गई है।
मुद्दत से पता मिला न दिल का
शायद कोई बात हो गई है।
अक्सर शब—ए—हिज़ दोस्त की याद
तनहाई की जान हो गई है।

गुल—ए—नगमा, गुल—ए—राणा, मशअल,
रुप, रुह—ए—कायनात वगैरा उनका शेरी ज़खीरा
हैं। वो उर्दू अदब के लिए और भी बहुत कुछ
करना चाहते थे। उन्होंने कहा था;

“मैंने उर्दू को नएअलफ़ाज़, नई तशबीहात
और नए इसतिआरे दिये हैं, लेकिन मेरा दिल
इतना कुछ करने और कहने पर मुतमईन नहीं
हुआ, चाहता हूँ कि उर्दू के लिए वो कुछ कर
जाऊँ जो अब तक किसी ने न किया हो, शेर
मेरी जिंदगी है और उर्दू उसका ज़रीया, इस
तरह उर्दू मेरी जिंदगी ठहरी और अपनी जिंदगी
से किसे मोहब्बत नहीं होती।”

अदब में अपने कारनामों और योगदान के
लिए उन्हें ‘साहित्य अकादमी पुरस्कार’,
‘पद्मभूषण’, ‘ज्ञानपीठ पुरस्कार’, ‘सोविएत लैंड
नेहरू अवार्ड’ से नवाज़ा गया। अदब का यह
जगमगाता सितारा ३ मार्च १९८२ को इस
दुनिया से कूच कर गया। लेकिन वह अपने
शेरी सरमाये की बदौलत अदब में हमेशा के
लिए अमर हो गए।

निष्कर्ष

फ़िराक़ उर्दू अदब में एक मुनफ़रिद लब व
लहज़े के शायर थे। वह बेजान लफ़ज़ों में जान
डाल देते थे। लफ़ज़ों को सलीके से तरतीब
देना उन्हें बख़ूबी आता था। देश प्रेम की भावना
उन में समाई हुई थी। समाज में फैली
बदअमनी, तबकाती फ़र्क़ उन्हें ग़मगीन कर देता।
जिसका ज़िक्र उन्होंने अपनी शायरी में किया है।
हुस्न व इश्क़ के अलावा उन्होंने मुख़तलिफ़
मोज़ूआत को भी अपनी शायरी में बख़ूबी पेश
किया है। उन्होने उर्दू अदब में अपना बेश
कीमती सरमाया यादगार छोड़ा है।

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संगीत योग : एक आनंदानुभूती

वैखरी वझलवार

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सारांश

‘संगीत योग—एक आनंदानुभूती’ ह्या विषयावर प्रस्तुत शोधनिबंध लिहिण्याचे हे खास प्रयोजन आहे. ‘संगीतामुळे आनंद मिळतो, संगीत ऐकणे किंवा स्वतः सादर करणे, शिकणे हाच एक योग आहे’ असे विविध प्रकारचे वाक्य आपण अनेक व्यक्तींकडून ऐकत असतो. त्यातील काही व्यक्ती अनुभवावरून बोलत असतात. तर काही इतरांचे ऐकून बोलत असतात. दोन्ही प्रकारच्या व्यक्तींच्या बोलण्यातील सूर क्वचित सारखाच असतो. त्यामुळे कधी कधी ही एक औपचारिकताच आहे का? असा प्रश्न पडतो. मुळात संगीत ही ६४ कलांमधील आद्य कला असून ह्याच्या केवळ श्रवणाने देखील मानसिक संतुलन साधले जाते. मनाची एकाग्रता वृद्धीगत होते, मनोबल वाढते आणि ह्याच सर्व गोष्टी संगीताला ‘योग’ ही उक्ती लावण्यास प्रेरक ठरतात. मग जिथे योग आहे तिथे आनंदानुभूती ही असणारच. ह्या शोध लेखात उपरोक्त विषयातील तज्ञ व्यक्ती तसेच पुस्तके आणि इतरत्र उपलब्ध माहितीचा आधार घेतला आहे पण त्याहीपेक्षा सर्वसामान्य जनतेच्या अनुभवांचा विशेष उल्लेख केला आहे. ह्या लेखात संगीत ह्या संकल्पनेतील गायन—वादन आणि नर्तन ह्या तिनही अंगांना समसमान महत्व दिले आहे.

सांकेतिक शब्द : संगीतयोग, आनंदानुभूती, मनःस्वास्थ्य, शरीरस्वास्थ्य, युट्युब, गुगल, गायन, वादन, नर्तन.

प्रस्तावना

संगीताचा प्रत्यक्ष संबंध योगसाधनेशी आणि प्राणायामाशी जोडला आहे. वास्तविक पाहता योग आणि प्राणायाम ह्यामध्ये ज्या श्वसन क्रिया आणि आसनं सांगितले आहेत ते संगीतामध्ये मुळातच आहेत. प्रस्तावनेमध्ये उद्धृत केल्याप्रमाणे संगीतामध्ये गायन, वादन आणि नर्तन ह्या तिनही कलांच्या अनुषंगानेच उपरोक्त क्रियांचा (श्वसन आणि आसन) उल्लेख आहे. त्यामुळे संगीत योग हा संगीत कलाकाराला, साधकाला आणि रसिकश्रोत्यांना आनंदानुभूती प्रदान करतो ह्या अनुषंगाने गजानन काळे ह्यांचे वक्तव्य असे, ‘संगीत और प्राणायाम, योगशास्त्र में श्वसनक्रिया और मन को एक शिस्त लगानेवाला शास्त्र है।’ ते पुढे लिहितात, ‘श्वास तथा उच्छश्वास के अवयव स्वरयंत्र को आंदोलित करनेवाले स्वरतंतु, उसे हिलाकर पैदा करते है। दिन में एकाध घंटा स्नायुओं को विकसीत करने के लिए यह तकनीक अपनाई

गई है।’ संगीताला ‘योग’ असे संबोधण्यामध्ये हे कथन पूरक ठरते. श्वसनाची ही प्रक्रिया शारीरिक स्वास्थ्य प्रदान करते आणि संगीत मानसिक आनंद.

संगीतामध्ये मनावर ताबा मिळविण्याची शक्ती आहे. चंचल आणि अस्थिर मन संगीतामुळेच स्थिर होते आणि कार्यक्षम होवून निश्चित केलेल्या साध्याकडे धाव घेते ही उक्ती यथोचित ठरते ती पं. जसराज ह्यांच्या कथनानी. ते म्हणतात, ‘संगीत का विचार भी बहुत उंचा है। उसमे डूबा जाए तो यह परमात्मा से साक्षात्कार का सबसे निश्चित माध्यम है। मनुष्य को चिंताओ से मुक्त करने का कार्य संगीत करता है।’ हा संगीत योग आहे. हा योग साधला की मानवाच्या हातून उत्कृष्ट कलाकृती निर्माण होतात. ह्याची अनेक उदाहरणे देता येतील ज्यामध्ये संगीत कलाकार आणि साधक ह्यांचा समावेश आहे. ज्यांना संगीताची यथोचित जाण आहे आणि जे संगीताचे गाढे अभ्यासक

आहेत अशा लोकांकरिता 'संगीतयोग' सहज—साध्य असतो. ह्याविषयी डॉ. राजेन्द्र देशमुख अतिशय योग्य शब्दात लिहीतात, 'मानव जीवन के लिए संगीत और योग संयोग अत्यंत प्रभावकारी है। योग और संगीत इन दोनों में घनिष्ठ संबंध है। इतना ही नहीं संगीत योग की सहायता करता है और योग संगीत की। योग एवं संगीत की मिलन से जो ध्वनि निकलती है वह कहती है 'सर्वेभवन्तु सुखिनः सर्वे सन्तु निरामयः। सभी लोग सुखी हो और सभी लोग निरोगी हो।' संगीत आणि योग मानवी जीवनाचा एक अविभाज्य घटक आहे.

ह्याच अनुषंगाने नृत्याचीसुद्धा महत्वाची भूमिका आहे. सोनाली आसरकर त्यांच्या लेखात लिहीतात, "मन की प्रसन्नता का संबंध शारिरीक स्वास्थ्य से है। मनुष्य अगर मन से प्रसन्न नहीं है तो वह शारिरीक व्याधी से पिडीत दिखाई देता है। नृत्य में शरीर संचालन द्वारा निर्हेतुक आनंद प्राप्ती होती है। लोकनृत्य एक ऐसे प्रेरणा स्रोत है जो आनंद तथा उल्लास का प्रदायक है।" नृत्याचा हा विचार ज्याप्रमाणे मानसिक प्रसन्नता व स्वास्थ्य ह्या दोन पैलूंना सिद्ध करतो त्याचप्रमाणे शरीरस्वास्थ्यासाठी सुद्धा नृत्याची अत्यंत महत्वपूर्ण भूमिका आहे. डॉ. जयश्री कुळकर्णी त्यांच्या शोध लेखात लिहीतात, "नृत्य में आपके Fitness के सब पहलू होना जरूरी है। जैसे Aerobic Fitness, Anearobic Fitness, Muscle Endurance, Flexibility, Strength, Body Composition, Relax" ह्या सर्व दृष्टीकोनातून विचार करता असे लक्षात येते की नृत्यामुळे शरीर देखील अत्यंत प्रसन्न आणि आनंदी राहते, म्हणजेच शरीरातील नको असलेले Fats आणि ताठरपणा नृत्याविष्कारामुळे नाहीसा होतो. ज्यामुळे शारीरिक हलकेपणा जाणवून तरतरी येण्यास मदत होते आणि परिणामी उत्साह येऊन

आनंदानुभूती होते. ह्या सर्व गोष्टी मानवाच्या सर्वांगीण प्रगतीला पूरक ठरतात.

उपरोक्त विषयाच्या अनुषंगानी काही अनुभवी व्यक्तित्वाच्या प्रत्यक्ष मुलाखती घेण्याचा योग आला त्यानुसार एक दृष्टीक्षेप असा यामध्ये साधारणपणे ४० ते ७० वर्षे वयोगटातील व्यक्तींचा समावेश आहे.

ह्या वयोगटातील व्यक्ती गेल्या काही वर्षांपासून गायन—नर्तन ह्या कडे विशेष आकृष्ट झाले आहेत. तर काही निवडक व्यक्तीच वादनाकडे वळल्या आहेत.

४० — ७० वर्षे वयोगटातील व्यक्तींचा अभिप्राय :- ते म्हणतात, "आमचा वयोगट म्हणजे जबाबदाऱ्यांचा भडिमार आणि त्यात नवनवीन गोष्टी शिकण्याचा उत्साह! ह्या सर्वांची अगदी यथोचित सांगड घालून आम्ही सर्व काही आत्मसात करण्याचा प्रयत्न करत असतो." ह्या वयोगटातील स्त्रिया ह्या गायन आणि नर्तन ह्या दोन कलांच्या माध्यमातून संगीतयोग साधतात तर पुरुषवर्ग गायन आणि वादन ह्या दोन कलांना त्यांच्या 'संगीतयोगाचे' माध्यम बनवतात. ते पुढे म्हणतात, "ह्या सर्व गोष्टींमध्ये तंत्रज्ञानानी घेतलेली गरुडभरारी खरोखरच स्तुत्य आणि अभिनंदनीय आहे. आम्ही सर्वजण ह्या तंत्रज्ञानाशी हातमिळवणी करून संगीताच्या खूप जवळ आलो आणि आमचा संगीताच्या माध्यमातून आनंदानुभूतीचा प्रवास सहज सुलभ झाला. यामध्ये मुख्यत्वेकरून उल्लेख करावा अशा दोन गोष्टी म्हणजे, युट्यूब चॅनल आणि गुगल. ह्या मुळे आम्हाला जे जे म्हणून शिकायचे असते ते सर्व आम्ही अगदी सहजपणे शिकू शकतो. अर्थात त्यातील गाढे अभ्यासक होवू शकत नाही पण त्याविषयाची मनसोक्त माहिती आम्ही मिळवतो. ह्यातील आणखीन अत्यंत महत्वाचा उल्लेखनीय आम्हा सर्वांच्या

आयुष्याचा एक अविभाज्य घटक बनलेली गोष्ट म्हणजे चित्रपटगीतांचे कराओके ट्रॅक्स. बोटांच्या एका Click वर आम्ही हव ते गाणं ऐकतो, त्याचा आनंद लुटतो, ते गाण तयार करतो अर्थातच जसे जमेल तसं आणि लगेच Karaoke Track वर म्हणतोही. सुगम संगीताप्रमाणे आम्ही शास्त्रीय संगीताचाही आस्वाद घेतो. शास्त्रीय संगीत (गायन आणि वादन दोन्ही) ऐकणे हा देखील आमचा छंद आहे. ह्यामागनि आमचा 'संगीत योग' साधला जातो." पुढे याच वयोगटातील काही व्यक्तींनी वादन आणि नर्तनाच्या माध्यमातून 'संगीतयोग' साधला. त्याकरता अर्थातच आधार होता तंत्रज्ञानाचा म्हणजेच युट्युब चॅनल आणि गुगल इत्यादी. ते सांगतात, "आम्ही गायनाचा विचार न करता नृत्य आणि एखादे वाद्य वादनाचा विचार करुनच 'संगीतयोग' साधून आमचा वेळ आनंदात व्यतीत केला, करतोय आणि करू. आम्ही नृत्य आणि वादनाचे शास्त्रीय जाणकार नाही, पण युट्युब किंवा गुगलवर बघून तसच्या तसं करण्याचा प्रयत्न करतो. अर्थात तोही हुबेहुब जमत नाहीच. पण जे काही, जेवढं

जमतं त्यानेच आम्हाला आनंदानुभूती होते. खरतर ह्यामुळेच म्हणजेच गायन—वादन आणि नर्तनामुळे मन, शरीर आणि मस्तिष्क अत्यंत तरतरीत राहतं. सर्वांगामध्ये सकारात्मकतेचा संचार असतो. सर्वच कामे, व्यवहार सुरळीत आणि सुव्यवस्थित चालतात. आपल्याबरोबर घरातील आणि सहवासातील सर्वच व्यक्तींमध्ये असेच चांगले बदल बघायला मिळतात. एकूण काय तर सर्वत्रच चैतन्यमय आणि उत्साही वातावरण असतं. हेच तर आवश्यक आहे, आनंदानुभूतीसाठी!"

असे विविध अभिप्राय यासंदर्भात उपलब्ध झाले आणि उपरोक्त विषयाची विविधांगांनी उकल झाली.

निष्कर्ष

'संगीत योग—एक आनंदानुभूती' ह्या विषयांतर्गत जे विविध संदर्भ मिळालेत त्यानुसार हेच सिद्ध होते की संगीत योगामुळे मानसिक व शारीरिक स्वास्थ्य प्राप्त होवून आनंदानुभूती निश्चितच मिळते आणि त्याला वयाचे बंधन अजिबात नसते. हेच खरे!

संदर्भ ग्रंथ

- 1) Arts Oriented Journal – International Interdisciplinary Conference of Music, Recreation and Philosophy on Role of Recreational Activities and Music for the wellbeing of Society (9 & 10 March 2015) organized by Mahatma Jyotiba Fule Mahavidyalaya Amravati in collaboration with WREA India Chapter and Department of Physical Education Sant Gadgebaba Amravati University.
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