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From the Desk of Patron

My dear friends

What should be the key strategic goals for a Higher Education Institute (HEI). In the present time of tough competition between various HEIs and the need to implement new National Education Policy NEP-20 which advocates sweeping changes in the educational framework, it is quite a tricky exercise to identify and provide right priorities to various strategic goals. In the complex equation of strategic planning there are four primary strategic goals or should we say parameters or variables for the HEIs, to decide upon and any leader will be required to carefully zero in on to right balancing and setting right priorities between these goals and draw time line for these variables or parameters. At times one goal or parameter may have negative impact on some other parameter and there will be need to rightly balance them.

The first strategic goal is **Quantity** i.e. the number of enrolments and number of new programmes which will attract new enrolments. This is directly related to revenue generation, and strategic leaders from management would like to provide top priority to this goal. The second strategic goal or parameter of importance is **Quality** i.e. the quality of programmes and courses being offered. This is related to competency of the teachers, material resources and environment for academic and research excellence. The third goal or parameter is the **Perception** of the society including parents, alumni and employees for whom usual yardstick is grading and ranking of the HEI and students feedback/views. The fourth goal of importance is **Outcome** which relates directly to the fourth stake holder i.e. students. These days Outcome Based Education (OBE) is a buzz word and NEP-20 emphasizes on this for which it is said that the curriculum should be such that outcome, in terms of **Knowledge (K), Skill (S), Attitude (A)** towards society and **Character (C)** of student, is well defined in quantifiable terms well in advance and the delivery system should be able to not only deliver but also continuously assess and measure it. On the other hand normally students and parents measure the **Outcome** by placements, pay packages and growth pattern of pass outs. Measuring **Attitude** and **Character** in quantifiable terms will also be a difficult issue and needs lot of deliberations at BoS level.

Maximising all four parameters i.e. **Quantity, Quality, Perception** and **Outcome** could be the simplest strategic goal for any leader, but one should not forget that these parameters at times are contradictory to each other. Maximising **Quantity** may require some compromise on other parameters as other parameters are primarily revenue consuming. Maximising **Quality** requires quality teachers good resources and continuous capacity building of the faculty. Maximising it may pay on long run, but it will put extra economic burden on the management in the initial stages. **Perception** and **Outcome** also are revenue consuming exercises and results may not be always as per plan. There is no simple method of finding priorities between the four strategic parameters. Maximising **Quantity** makes management happy. Maximising **Quality** pleases the faculty. Maximising **Perception** impresses the society and maximising **Outcome** inspires students. All four stake holders of higher education are equally important and play key role in the growth and prestige of an institution. The new National Education Policy implemented in words and spirit could be of great help to draw strategic goals effectively. However there is no short cut to plan and achieve the desired strategic goals and a lot depends on the capabilities of the academic leadership and how skilfully goals are prioritised and strategic plans are drawn. The quality of Curriculum and Capability of the Teachers hold the key to the strategic planning.

In the wake of NEP-20 and increasing employability gap due to skill and knowledge deficit in the graduating students, strategic planning and drawing the Institute Development Plan (IDP) carefully is now very important. Faculty Development Plan and their capacity building will also need to be taken very seriously and institutes should be ready to spend handsomely on effective FDP and Capacity Building. If an HEI is to excel in long run then **Quality** needs to be in the driving seat of Strategic Planning Engine. Competent faculty and good academic and research resources/facilities will be the key for the success of any HEI.

This journal is putting its bit to build research environment in the higher education sector and will continue to do so.



Prof. Vijay Kant Verma
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How Markets and Policies Affect Small and Marginal Farmers- A Critical Review

Arun R Joshi

Vice Chancellor, Dr. C. V. Raman University, Khandwa (M.P.) India.

I THE BACKGROUND

The changing face of agrarian economy has a wide spectrum, on its one end are the policies that govern the agrarian economy at macro – level and on the far end of it is market that controls it at micro level. An estimated 127.3 million farmers constitute the 54.4% of the total rural population. 120.82 million holdings with 159.90 million ha area comprises the farm economy units in the country, a whopping 61.6% of them are marginal farmers with <1 ha owning only 30.08 million ha land followed by 18.7% small farmers with holding in the range of 1 – 2 ha owning 32.26 million ha, however 1.2% of large farmers having holding > 10 ha owns 21.12 million ha land. The average size of the holdings of >61.6% of the marginal farmers is <0.4 ha and 18.7% of the small farmers' is 1.41 ha. Madhya Pradesh has 7.36 million holdings out of which 2.83 million are marginal and 1.95 million are small holdings.

In the backdrop of these skewed statistics of land distribution, the rampant poverty especially among the agrarian class comes live. The attempted suicides by the farmers in past decade could be one proxy indicator of plight of the farmers. Many workers conducted too many field researches in to the subject, subjugates the very essence of the issue. From the archives of the Vaidyanathan Committee report to most recent ones like the recommendations of the National Commission on Farmers, all in unison voice lamented on the plight of this contingent of the agrarian community, revamping of the primary cooperatives wherein most of the small and marginal farmers are the defaulter loan members to the recent loan waiver by the nationalized banks, all have proved a mere cosmetic touch to the ever burgeoning problem, the national commission has suggested ways and means to shift the fulcrum in such a manner that the most vulnerable class gets some reprieve from the clutches of the exploitative forces, however, it is yet to be seen that one single step is taken in the suggested direction.

The National Agriculture Policy, declared only after 5 decades of independence does not take cognizance of the bare facts, the emerging agribusiness scenario with the increasing ingress of the transnational and national corporate houses, changing urban demography and linked life style, changing food habits, change in the preference of the clothing, apparels, emerging urban middle class with changing income and expenditure behavior, changing international markets, increasing investments in the retail markets, are some of the key pointers need to be scrutinized for assessing the influence of market and policies on the small and marginal farmers.

II THE KEY POLICIES

The key policies and policy pointers that affects the small and marginal farmers:

Policies:

- (a) National Agriculture Policy
- (b) Procurement Price Policy
- (c) Tariff Policy for import of the agriculture commodities
- (d) National Dairy Policy
- (e) National Poultry Policy
- (f) National Food Processing Policy
- (g) National Policy on Farmer' Welfare
- (h) National Seed Policy
- (i) National Fertilizer Policy
- (j) National Policy on Genetically Modified Organisms
- (k) National Policy on Organic Agriculture
- (l) National Agriculture Extension Policy
- (m) National Policy on Women
- (n) National Policy on Unorganized Sector Workers
- (o) National Environment Policy
- (p) National Water Policy
- (q) Crop or commodity specific policies like sugar policy, oilseed policy, edible oil policy etc....

Policy pointer:

- (a) Scope of the policy domain
- (b) Mapping of the issues and problems of the small and marginal farmers in respect of the policy domain
- (c) Influence of the policy initiative on the ground zero implementation directly affecting the small and marginal farmers
- (d) Special conditions and privileges admissible within the policy domain
- (e) Policy enforcement – structures, procedures, institutions
- (f) Legal and quasi legal implications of the policy initiatives
- (g) Financial implications and central or state share relating to the policy initiatives.
- (h) Timeframe, redressal process and corrections to the past anomalies for the disenfranchised / disadvantaged class

III CHALLENGES FOR FARMERS

There are serious challenges facing small holder agriculture, on one hand they are riling under the food scarcity forced to practice subsistence agriculture with hardly any investment in to the farming and on the other hand globalization and liberal transnational trade regime under WTO posing threats to the existence of the smallholder agriculture.

The Commission on Agriculture Cost and Price (CACP) covers over 25 crops and fixes minimum support price taking cognizance of many determinant factors influencing the cost of cultivation, however, market dynamism at local level and global scenario does not support the small producers.

The agriculture commodity markets by and large governed by the Agriculture Produce Marketing Committee Act (APMC Act) in the states, but interstate vibrations, provisions that safeguard the interests of the brokers, traders, processors, and marketers are larger than the provisions that safeguard the interests of the small producers. The Market Committees though have democratic governance seldom prove to be pro- small producers and levers of management remain in the hands of the vested interests.

There are many policy challenges for Indian agriculture. Small farmers are certainly going to remain in India in the coming decades. The main challenges are moving towards high value agriculture by maintaining food security and promote rural non-farm sector for reducing poverty and hunger.

There are seven deficits:

- (a) Investment,
- (b) Credit and Infrastructure deficit,
- (c) Technology deficit,
- (d) Market deficit,
- (e) Diversification deficit,
- (f) Institutions deficit,
- (g) Skill deficit.

IV CONCLUSION

Both supply side and demand side are important. Small farmers can respond and benefit from the challenges under Right policy environment.

Shared growth is also important. Similarly, environmental concerns must be addressed in order to have sustainable agricultural growth. There is a need to concentrate on delivery systems also. 'Business as usual approach' may not help revival of agriculture. Declining profitability in Indian agriculture must be reversed. The government must think of big push to agriculture as seen in the education in 11th Five Year Plan.

PGPR Bioformulation for Plant Growth Promotion

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ABSTRACT

Soil is dynamic living matrix and it is not only a critical resource in agricultural and food security but it is also towards maintenance of all life process. Pathogenic microorganisms along with chemical fertilizers affecting plant health and environment are a major and chronic threat to sustainable agriculture and ecosystem stability worldwide. The practice indiscriminate use of chemical fertilizers in the agriculture to increase yields, kill pathogens, pests, and weeds, have a harmful impact on the ecosystem. Because of current public concerns about the side effects of agrochemicals, PGPR have gained a supreme attention in field of agriculture for plant growth promotion along with their environment friendly nature for sustainable agricultural practices. The use of plant growth promoting Rhizobacteria bioformulation in agriculture is a better alternative to resolve this ongoing problem. PGPR play an important role in direct or indirect way to increase in soil fertility, plant growth promotion, and suppression of phytopathogens for development of eco-friendly sustainable agriculture.

I INTRODUCTION

In agriculture field of many countries, for the plant growth promotion and suppression of plant diseases, for the better growth and yield, Indiscriminate use of chemical fertilizers may lead to toxic residues, development of fungicide resistance, environmental contaminations and carcinogenic, teratogenic and mutagenic effects in humans, animals and plants. Rhizosphere bacteria that favourably affect the plant growth and yield of commercially important crops are dominated as “plant growth promoting rhizobacteria. Several mechanism of plant-microbe interaction may participate in the association and affect the plant growth, including, ‘N’-fixation, hormonal interaction, improvement in root growth, solubilization of nutrients, ACC-deaminase (acd) production and ethylene modulation at rhizosphere level, alleviation of soil salinity and biocontrol against phytopathogens. Thus, the PGPR affect the plant growth directly by producing and secreting plant growth promoting substances or eliciting root metabolic activities by supplying biological fixed nitrogen and indirectly by acting against phytopathogenic microorganisms Lugtenberg. An agricultural bioinoculant is a formulation containing one or more bacterial strains or species in an easy-to-use form. Higher degree of stress tolerance, long shelf life, enhanced survivability in soils and on seeds and consistent plant response to inoculation are the important characteristics of any agricultural bioinoculant. Okon (1994), suggested the importance of the physiological status of microorganisms in agricultural bioinoculant preparation rather than the cell numbers to ensure more survival in carriers, survival in soil and on seed, colonization in the rhizosphere and positive plant response to bioinoculation. When PGPR are mixed with some other PGPR strains, bacterial or fungal antagonists the biocontrol efficacy may be increased.

Mixing mineral or organic carriers with the PGPR has also been found to increase the biocontrol efficacy. Moreover, the bioinoculant formulation has a crucial effect on the inoculation processes as the chosen formulation determines the potential success of the inoculants. In the last few years, several new agricultural bioinoculant formulations have been proposed. Efficient delivery system of bioformulation plays a vital role in the performance of the rhizobacterial strains in field conditions (Vidhyasekaran and Muthamilan 1999) There is growing interest in the use of biological approaches to replace chemicals in fertilizing soils or improving plant resistance against phytopathogens. In this regard plant growth promoting rhizobacteria (PGPR) have a potential role.

II BIOFORMULATION

Bio formulations are best defined as biologically active products containing one or more beneficial microbial strains in an easy to use and economical carrier materials. Usually, the term bioformulation refers to preparations of microorganisms. Formulations included a talc-based powder and bentonite-based powder as mineral carriers and peat and rice bran as organic carriers for increasing stability in interaction between PGPR and cotton plants.

(a) Development of talc based bio-formulation: Talc based bioformulation of the PGPR strains and Antifungal isolates were prepared by the following method. Loopful of individual strains were inoculated in individual nutrient media and incubated in shaker incubator at 120 rpm for 48 hr at 28±2°C. After incubation, the cells were pelleted and the cells were suspended in 10mM phosphate buffer saline (PBS) (pH 7.4) and the concentration of the cells were adjusted to 9×10⁸ cfu/ml. Equal volume of the bacterial suspension containing 9×10⁸ cfu/ml were mixed. One kilogram of talc was taken in a sterile

metal tray and the pH of the talc is neutralized by adding 15 g/kg (w/w) CaCO_3 . Ten gram of Carboxy Methyl Cellulose (CMC) was added to the 1 kg talc as adhesive and mixed well. This talc, CaCO_3 and CMC mixture were autoclaved for 30 min on each of 2 consecutive days. To 1 kg of sterile Talc CMC

carrier, 400 ml of the cell suspension mixture was added and mixed thoroughly under aseptic conditions. The talc formulation was shade dried overnight under sterile conditions and packed in sterile polypropylene bag, sealed and stored at room temperature ($25 \pm 2^\circ\text{C}$)

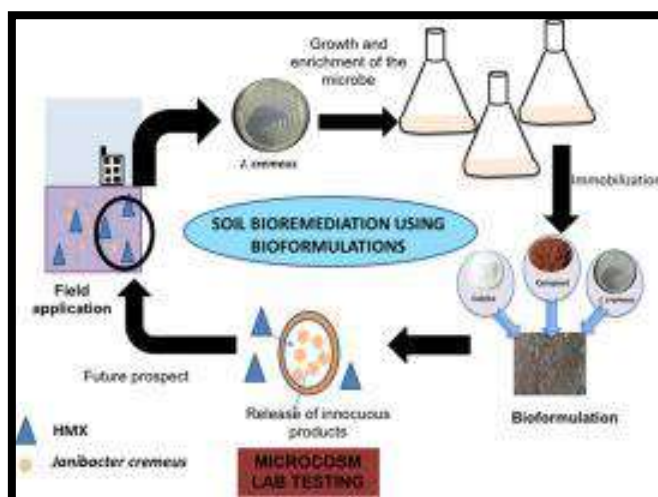


Fig: Microcosm Lab Testing

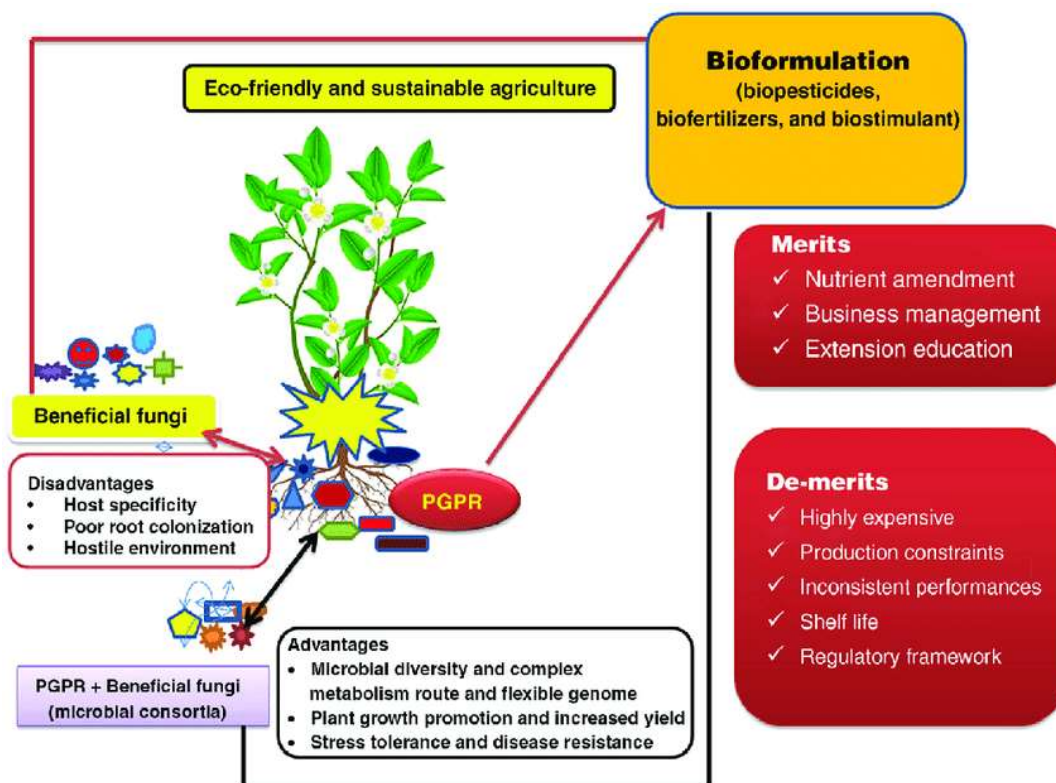


Fig. 2 Researchgate.net/figure/Research-and-development-strategies-for-bioformulation

(b) Bio-formulation and shelf life studies of bacterial: strains Bio-formulations of selected bio-fertilizer were obtained by mixing broth culture with previously sterilized fly-ash. These were packed in low density polythene pouch and stored at $28\pm 2^{\circ}\text{C}$ and room temperature. Shelf-life of the formulations was studied by drawing samples at regular interval of 30-days up to nine months from date of mixing and the colony forming unit (cfu) was counted by serial dilution agar plate method.

(c) Advantages of bio fertilizer over chemical fertilizer: A biofertilizer is not just any organic fertilizer or manure. It consists of a carrier medium rich in live microorganisms. When applied to seed, soil or living plants, it increases soil nutrients or makes them biologically available. Biofertilizers contain different types of fungi, root bacteria or other microorganisms. They form a mutually beneficial or symbiotic relationship with host plants as they grow in the soil. Biofertilizers have many advantages.

(d) Sustainability: Biofertilizers increase the nitrogen and phosphorus available to plants more naturally than other fertilizers. The different varieties available allow growers to tailor the microorganisms used to the needs of particular plants. Biofertilizers are simple to use, even for novice small growers. Biofertilizers do not pollute the soil or the environment, whereas chemical fertilizers often result in too much phosphate and nitrogen in the soil. The excess then leaches into lakes and streams through

runoff. Waters decline in quality and suffer from overgrowth of algae and the death of fish. Affordability Biofertilizers reduce dependence upon expensive petroleum sources of chemical fertilizers. According to the "Journal of Phytology," demand for chemical fertilizers will exceed the supply by more than 7 million tons by 2020. The shortage of fossil fuels to produce chemical fertilizers may drive up prices beyond the reach of small users. Biofertilizers are a cheap, easy-to-use alternative to manufacture petrochemical products.

(e) Improved Soil: Biofertilizers restore normal fertility to the soil and make it biologically alive. They boost the amount of organic matter and improve soil texture and structure. The enhanced soil holds water better than before. Biofertilizers add valuable nutrients to the soil, especially nitrogen, proteins and vitamins. They take nitrogen from the atmosphere and phosphates from the soil and turn them into forms that plants can use. Some species also produce natural pesticides.

(f) Improved Plants: Biofertilizers increase yield by up to 30 percent because of the nitrogen and phosphorus they add to the soil. The improvement in soil texture and quality helps plants grow better during periods of drought. Biofertilizers help plants develop stronger root systems and grow better. Biofertilizers also reduce the effects of harmful organisms in the soil, such as fungi and nematodes. Plants resist stress better and live longer.

Table 1
Difference between chemical fertilizer and bio fertilizer

Characteristic	Chemical Fertilizer	Biofertilizers
Source	Chemicals like rock phosphate, pyrite & gypsum deposits	Rhizospheric plant growth promoting microbes
composition	The Chemical fertilizer mainly comprises of Sulphur, Potassium, Phosphorus, Nitrogen, Magnesium and Calcium.	Microbial secretion like IAA production siderophoreproduction, Sulphur, Potassium, Phosphorus, Nitrogen, Magnesium and Calcium.
Effect on soil fertility	The use of chemical fertilizer in the farm land will give instant result but reduces the soil fertility.	Its effect on restoring soil fertility is longer-lasting when compared to chemical fertilizer
Destruction of beneficial microorganism	The synthetic chemicals in the chemical fertilizers adversely affects the naturally found soil microorganisms by affecting the soil pH	The use of biofertilizers for the plant for gardening or farm land will increase the population of microbes like actinomycetes, azotobacter, phosphate solubilizing microorganisms, mesophilic cellulose decomposing microorganisms and spore-forming bacteria which are helpful in maintaining the soil fertility
Air pollution	While manufacturing the chemical fertilizer harmful gases are released into the atmosphere and thereby causing air pollution. Emission rate CO ₂ 500 kg/MT of Ammonia, NO _x 0.5- 0.6 kg/MT of Ammonia.	It is 100% pollution free process. The greenhouse gases generated by anaerobic digestion are used for thermal or power generation.

Impact on human health	Chemical fertilizer enters the human body in three ways – passes through mouth, infiltrate through skin and while breathing. Moreover, chemical fertilizer causes critical health hazards to people such as skin cancer, effects on the growth of a baby.	Fertilizer from the biogas plant does not affect the nutrient value of the crops in any way. Hence, there are no chances of health hazards at all.
cost	Expensive	As long as you have wet organic waste you can generate your own bio fertilizer at your home easily absolutely free of cost.
Yield	Give instance result by increasing the yield. But on long run, it leads to soil infertility.	Gradual & sustainable increase in the yield is achieved by improving the soil fertility.

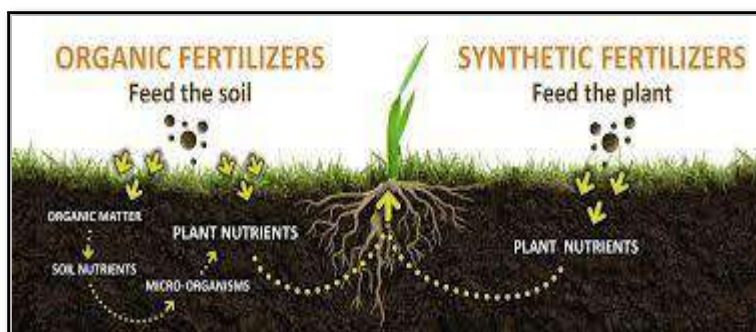


Fig. 3 <https://www.milorganite.com/lawn-care/organic-lawn-care/organic-vs-synthetic>

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धारणीय विकास और करारोपण में नवाचार

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सारांश

धारणीय विकास से आशय भविष्य की पीढ़ियों की जरूरतों की अनदेखी ना करते हुए वर्तमान मांगों की आवश्यकताओं को पूरा करने के बीच संतुलन लाना है। सतत आर्थिक विकास में प्रत्येक आर्थिक पहलू में परिवर्तन या विकास के साथ-साथ शिक्षा स्वास्थ्य रोजगार में वृद्धि, गरीबी उन्मूलन, सामाजिक न्याय पर जोर दिया जाता है। जिससे जीवन में गुणवत्ता पर वृद्धि होती है। सतत विकास में ऐसी उत्पादन तकनीकी को अपनाया जाए, जिससे पर्यावरणीय तंत्र को कोई नुकसान ना पहुंचे। करारोपण एक अनिवार्य शुल्क या वित्तीय शुल्क है, जो सरकार द्वारा किसी व्यक्ति या संस्था पर राजस्व जुटाने के लिए लगाया जाता है जमा हुई राशि को विभिन्न सार्वजनिक कार्यक्रमों के लिए उपयोग किया जाता है। सामाजिक उद्देश्य जैसे आय व संपत्ति की असमानता को कम कर के उच्च रोजगार के अवसर प्राप्त करने तथा आर्थिक स्थिरता व वृद्धि प्राप्त करने में सहायक होता है।

I प्रस्तावना

सतत विकास लक्ष्यों की प्रगति में करारोपण एक मौलिक भूमिका निभाता है। आधुनिक प्रगतिशील कर प्रणालियां, कर नीति और आधुनिक कुशल कर संग्रह प्रक्रियाएं विशेष रूप से एक डिजिटल और वैश्विक कर प्रक्रिया अर्थव्यवस्था के विकास को, अपना समर्थन दे सकती हैं। करारोपण के माध्यम से व्यापार और निवेश को बढ़ावा देना, लैंगिक समानता को बढ़ावा देना, जैव विविधता संरक्षण, गरीबी को कम करने तथा घरेलू राजस्व को स्थिर करने में संतुलित कर व्यवस्था महती भूमिका निभाती है। राजकोषीय नीति या असमानताओं को कम करने और किसी को पीछे ना छोड़ने के व्यापक उद्देश्य में योगदान दे सकती है। हम करारोपण में नवाचार व संतुलित प्रणाली को अपनाकर छोटे और मध्यम आकार के उद्यमों को रियायत देकर, महिला उद्यमी को रियायत देकर, नवीनीकरण ऊर्जा के उत्पादन में घरेलू और विदेशी निवेश को प्रोत्साहित करके स्थानीय पर्यावरण को अधिक किफायती, स्वच्छ बना सकते हैं।

II करारोपण के आधुनिकीकरण के विभिन्न पहलू

सरकारी नवाचार के माध्यम से करारोपण प्रणालियों का आधुनिकीकरण किया जा सकता है। करारोपण में सुधार के लिए कर नीतियों के मिश्रण को अपनाने और उन्हें लागू करने के लिए प्रशासनिक क्षमता को विकसित करने के साथ-साथ राजनीतिक इच्छाशक्ति की भी आवश्यकता होगी, नीति निर्माताओं को विशिष्ट आर्थिक समर्थन के लिए कर नीतियों का आकलन और डिजाइन करने के लिए प्रोत्साहित किया जाना चाहिए। आधुनिकीकरण में निम्न बिन्दुओं पर ध्यान देने की आवश्यकता है:-

(क) कर अधिकारियों को प्रकटीकरण और पारदर्शी नियमों को बढ़ाना और अवैध वित्तीय प्रवाह को कम करने के लिए प्रतिबंध होने की आवश्यकता है। करारोपण में नवाचार के बारे में सोचने के लिए एक जीवित प्रयोगशाला होना चाहिए और उसका निरंतर कार्य अपने निवासियों के लिए स्थाई, सामान विकास और कल्याण के प्रयासों को महत्व देते हुए, निरंतर कार्य करते

रहे, नवाचार लाने के लिए हमारी ऐतिहासिक पृष्ठभूमि व वैश्विक ऐतिहासिक पृष्ठभूमि से जानकारी इकट्ठा करके कर कानूनों की स्थापना की जाए, साथ ही नवाचार और समानता के बीच संतुलन हेतु निरंतर प्रयासरत रहे।

(ख) हालांकि करारोपण प्रणाली को विशिष्ट चुनौतियों की एक संख्या का सामना करना पड़ता है सरकार को प्राथमिकता के आधार पर संतुलन बनाना होता है और प्राथमिकता वाले क्षेत्रों की पहचान करके करारोपण के लिए विभिन्न विद्वानों के द्वारा दिए गए मॉडल पर ध्यान केंद्रित करना होगा साथ ही जनता को स्वास्थ्य करारोपण प्रक्रिया में भाग लेने के लिए प्रेरित करना होगा।

(ग) करों का निर्धारण करते समय जनसांख्यिकीय बदलाव के विभिन्न पहलुओं जैसे जनसंख्या की उम्र, करदाता पर अन्य की निर्भरता, लिंग समानता, कम जन्म दर, प्रवासन आदि को ध्यान में रखकर कर संरचना का निर्धारण करना होगा।

(घ) जलवायु संकट में प्राकृतिक क्षेत्रों की रक्षा और पुनर्स्थापना दोनों की आवश्यकता है साथ ही अधिक टिकाऊ उत्पादन की दिशा में अर्थव्यवस्था के पुनर्संरचना के माध्यम से जलवायु जोखिमों को दूर करने की आवश्यकता है। कर संरचना में सुधार एवं नवाचार लाने के लिए आर्थिक लचीलापन, हरित अर्थव्यवस्था की अवधारणा, अधिक समावेशी बनाने और नए उद्यमियों पर ध्यान केंद्रित करना होगा। कई कम आय वाले देशों में, कर राजस्व नागरिकों को बुनियादी सेवाएं प्रदान करने के लिए सरकारें सतत विकास के लक्ष्यों की दिशा में प्रयास करती हैं। कर अनुपालन में नवाचार का उद्देश्य कर सुधार के समग्र दृष्टिकोण के माध्यम से प्रवर्तन, सुविधा और विश्वास के साथ चलना होगा। हमें यह सोचना होगा कि कैसे करदाताओं और कर प्रशासन के बीच विश्वास बढ़े और उसके लिए समग्र रणनीति, उच्चआत्म बल के कर सुधार प्रक्रिया को लागू किया जाए।

(च) करारोपण प्रक्रिया में नवाचार के अंतर्गत निवेश करने के लिए प्रोत्साहित करना ताकि राजस्व में वृद्धि हो सके, राजकीय क्षमता का विकास हो सके, हमेशा कर सुधारों के लिए सरकारें तत्पर रहे अंततः नागरिकों और सरकारों के बीच मजबूत वित्तीय अनुबंध तैयार हो। कर आधार को गहरा करके घरेलू

संसाधनों को जुटाना, बाहरी फंडिंग पर देश की निर्भरता को कम करना जैसे अंतरराष्ट्रीय सहायता, विकास सहायता और विदेशी उधार।

III पर्यावरण कराधान की सीमाएं, चुनौतियां तथा समाधान

पर्यावरण संबंधी कराधान नई प्रौद्योगिक के विकास और प्रसार को प्रोत्साहित करता है। साथ ही प्रदूषण घटकों के निपटारे के उपायों को प्रोत्साहित करने के अलावा पर्यावरण की दृष्टि से शिथिलता के लिए महत्वपूर्ण प्रोत्साहन प्रदान कर सकता है। हम फर्म और उपभोक्ता प्रदूषण पर लगाए गए मूल्यों के जवाब में स्वच्छ समाधान चाहते हैं, ये प्रोत्साहन या तो प्रदूषण द्वारा या तीसरे पक्ष के नव प्रवर्तक और हल्के पर्यावरणीय पद चिन्ह के साथ प्रौद्योगिकियों और उपभोक्ता उत्पादों को विकसित करने के लिए अनुसंधान और विकास गतिविधियों में निवेश करने के लिए तत्पर हो। इसमें निम्नलिखित सीमाएं तथा चुनौतियां हैं :-

(क) सबसे पहले पर्यावरणीय कराधान (मोटर वाहन ईंधन के अलावा) का उपयोग अभी अपेक्षाकृत नया है, जो व्यापक विश्लेषण के लिए सीमित गुंजाइश प्रदान करता है।

(ख) दूसरा:- पर्यावरण संबंधी कराधान के नवाचार प्रभावों की जांच अन्य पर्यावरण नीति उपकरणों की तुलना में काफी अधिक कठिन है। पर्यावरण नीति के लिए विनियमक काफी अधिक कठिन होते हैं और निर्देशात्मक होते हैं और विशिष्ट क्षेत्रों या प्रदूषकों पर लक्षित होते हैं। जिसमें किसी भी प्रभाव का पता लगाना अपेक्षाकृत आसान हो जाता है। इसके विपरीत कर उपकरणों का प्रयोग करने का बहुत ही लाभ यह है कि कई विविध नवाचारों को बढ़ावा देते हैं इसलिए कराधान द्वारा श्रजित प्रोत्साहनों से उत्पन्न होने वाले संभावित नवाचारों का पता लगाना और उनकी पहचान करना कहीं अधिक कठिन होता है।

(ग) तीसरा:- पर्यावरणीय रूप से संबंधित करों को अच्छे से डिजाइन नहीं किया गया है अंत में कई अन्य कारक फर्मों के नवाचार प्रयासों को प्रभावित करते हैं। सीमित डाटा उपलब्धता के साथ इसे सुलझाना मुश्किल हो सकता है।

पर्यावरण संबंधी कराधान की डिजाइन करना एक महत्वपूर्ण भूमिका निभाता है। कर का स्तर एक महत्वपूर्ण कारक है। दर जितनी अधिक होगी, नवाचार के लिए प्रोत्साहन उतना ही महत्वपूर्ण होगा। कर और अन्य पर्यावरण नीति उपकरण पूरक हो सकते हैं। अच्छी तरह से डिजाइन किए गए कर पर्यावरण को होने वाले नुकसान पर एक स्पष्ट कीमत देते हैं इसलिए पर्यावरण की समस्या को दूर करना होगा हालांकि कुछ बाधाओं के लिए पूरक नीति उपायों की आवश्यकता हो सकती है। उपभोक्ताओं में लंबी अवधि में अपनी खरीद के पूर्ण प्रभाव के बारे में पता नहीं हो सकता। इस प्रकार सूचना अभियान और पर्यावरण संबंधी कराधान पूरक और इसके प्रभाव को बनाए रखने में मदद कर सकते हैं।

कई देशों में व्यापक नवाचार नीतियां हैं हालांकि उनके रूप भिन्न-भिन्न हो सकते हैं इनमें विश्वविद्यालयों और शोधकर्ताओं

को समर्थन, अनुसंधान और विकास के लिए इनपुट का अकुशलन कर उपचार और नवाचार की व्यवस्था की जा सकती है।

IV निष्कर्ष तथा सुझाव

अंततः हम कह सकते हैं कि प्रत्यक्ष कर ही कारक है जो बचत और निवेश को प्रभावित करता है और लोग एवं निजी निवेश के बीच तालमेल बिठाता है। जहां लोग निवेश में वृद्धि होती है वहीं निजी निवेश भी बढ़ता है भारतीय कर संरचना में बहुत महत्वपूर्ण है, आंकड़ों के विश्लेषण से स्पष्ट होता है कि प्रत्यक्ष करों से राजस्व में कमी आ रही है। इसलिए कर संरचना को परिवर्तित कर उनमें नवाचार की आवश्यकता है। करों में विधिक एवं प्रशासनिक नवाचारों की जरूरत होती है।

आधुनिक लोकवित्त नीतियों में कर संरचना में परिवर्तन करके विविधता लानी होगी ताकि सामाजिक आर्थिक उद्देश्यों की पूर्ति की जा सके। निगमिय व गैरनिगमिय करों में भिन्नता उत्पन्न करके आर्थिक केंद्रीकरण से आर्थिक केंद्रीय करण की तरह जाना होगा।

भारतीय कर संरचना में आम आदमी, कम आय वालों पर कर के रोपण की दर कम करके निगम कर में वृद्धि कर के राजस्व को संतुलित करना होगा। साथी प्रत्यक्ष कर प्रणाली को स्पष्ट और सरल करके व प्रक्रिया में विकास करने की जरूरत है। करों की दरों की वृद्धि करने की बजाय नएकर क्षेत्रों की पहचान करनी होगी। साथ ही कुछ लोग जो करों की मार से मर रहे हैं उन्हें कर वचना से मुक्त करने की आवश्यकता है। राजकोषीय नीति में ऐसे प्रावधान करने होंगे जो ऐसा वातावरण कर निर्माण कर सकें जिससे करों की भुगतान करने में समस्या उत्पन्न ना हो यह प्रक्रिया दीर्घकालीन रूप ले सके, क्योंकि भारतीय करदाता करों का निर्धारण आसानी से नहीं कर सकता और कर की चोरी करना प्रारंभ कर देता है। करों में सतत विकास जो लंबे समय तक चले जिससे संस्थागत आयाम स्पष्ट हो, उसके लिए करदाता के साथ मित्रता और आसान तरीके से पेश आना होगा।

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Consumer Challenges in Traditional and Online Shopping Modes -A Review

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ABSTRACT

As e-commerce has developed and the internet has become more widely used, more and more people are opting to shop online for the commodities as well as services they need. Online reviews can therefore be a helpful tool in forecasting consumers' online shopping behaviors. Also, the intention or choice to buy is influenced by the risk perception of the online purchase (when confronted with a buying situation, a consumer sees a certain degree of risk associated with choosing a particular brand and how to buy it). Although visiting an online store, consumers do not express any interest in making a purchase for a variety of reasons, including a lack of trust, an absence of physical touch, security concerns, etc. Traditional shopping takes a lot of time. For a product, consumers incur additional travel expenses. When consumers consider every factor that could risk their privacy, they become discouraged. Consumers who purchase in the traditional mode miss out on price comparison opportunities and spend more money because there is a less selection of commodities to choose from. Thus, there are pros and cons of both the shopping-modes. This paper has been presented to critically examine the distinct shopping-modes, and how the online and traditional modes of shopping affect consumer decisions.

Keywords- Online Shopping, E-Commerce, Traditional Shopping, OCR, WOM.

I INTRODUCTION

E-commerce has expanded substantially over the past few years and has taken on more significance in our daily lives, particularly under the influence of COVID-19 [1]. Today, consumers are relying than ever on reviews to learn about products while purchasing online. Reviews are offered by other customers who have already purchased the product via online shopping websites, as opposed to the official information on the product provided by the sellers [2].

The impact of digital transformation on business operations in recent decades has led to new managerial challenges [3][4][5]. Using social media, artificial intelligence, and big data analytics has altered how businesses conduct business as well. [6][7][8]. Big data has an impact on marketing efforts of numerous companies [9]. Companies with greater big data analytics have performed better [10]. Consumer buying behaviour has changed as a consequence of digital transformation. Due to the pandemic, online shopping has become incredibly significant during the past two years.

Due to its flexibility, convenience, and cost-savings, online shopping has become increasingly popular with consumers. Many actually prefer it to traditional in-store shopping. The manner that consumers share information has altered as a result of the digital technology usages. [11]. Hence, the impact of digital transformation on business performance has been widespread [10][12]. It has also offered businesses excellent opportunity to grow and become more well-known [13].

As e-commerce has grown and the internet has become more widely used, more and more people are choosing to shop online for the products and services that they require. A survey from January 2019 states that 74.8% of internet users shop online. Online shopping has become the predominant everyday consuming mode. The primary area of consumer behavior research in this setting is the analysis of online customer purchasing patterns. A survey found that 97.7% of consumers read relevant reviews before making an online purchase.

These reviews, which are consumer feedback, have a substantial impact on potential consumers' purchasing intentions or behaviors. Online reviews can therefore be a useful source of information for forecasting consumers' online shopping habits. Also, when faced with a buying circumstance, a consumer perceives a certain amount of risk associated with selecting a particular brand and how to purchase it, which also influences the purchase intention or decision.

As a result, another psychological factor that influences consumer purchase behavior is risk perception. Of course, depending on the type of commodities, the effect of this information on purchasing intentions will vary. Consumption of some commodities is widespread, yet perceptions of risk and the impact of online reviews are different for products with character traits. [14]

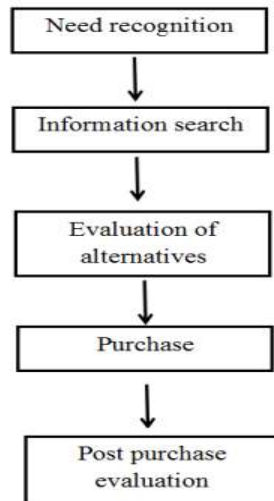


Fig.1 The 5 Stage-Model of consumer decision making [15]

- (a) **What is Traditional Shopping?** - The traditional mode of doing business "thrives on word of mouth," successful networking, and recommendations. Effective consumer services both entice new customers and encourage consumers' intentions to make recurring purchases. The advantages of traditional shopping include having the chance to physically select and examine what a thing or product is like, would seem like, and its qualities. This is why some customers still favor traditional over online shopping because, among other things, it enables them to carefully examine an item. Because buyers and sellers do not physically interact while E-shopping, there is a lack of product awareness. Although visiting an online store, consumers do not express any interest in making a purchase for a variety of reasons, including a lack of trust, an absence of physical contact, security concerns, etc. [16]
- (b) **What is Online Shopping?** - Online shopping, sometimes known as e-shopping, is a form of electronic commerce that enables consumers to make direct purchases from sellers using a computer browser as well as the internet. e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online sort, virtual store, etc. are some other names. To put it simply, it refers to any type of online selling. Since the advent of the internet, shopping has undoubtedly taken on a new meaning. Due to the benefits of the internet, anyone or any organization from anywhere in the globe that has the ability to post and sell things online via a website has the ability to sell. Also, since there are alternatives for paying through other payment methods in addition to online banking, consumers do not need to worry about having to figure out how to exchange monetary paper. These days, a consumer can readily search for the item or

thing they're looking for by just typing it into a web browser. There is no need to worry about the location because logistic companies are, so to say, hopping on the bandwagon and assisting in ensuring that their items will be accessible to any and all places worldwide. In reality, there are more and more reasons why consumers choose to do their shopping online rather than traditional shopping. [16]

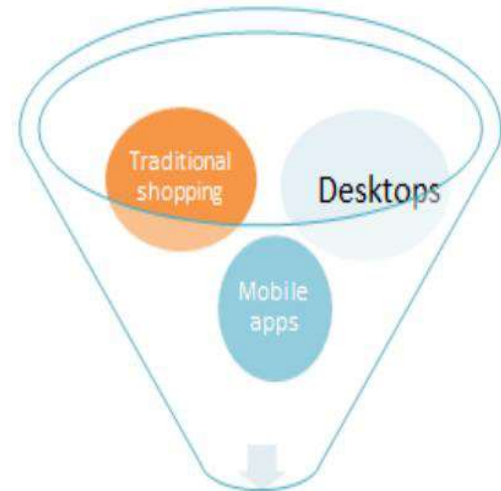


Fig.2 Modes of shopping [17]

Word-of-mouth (WOM) has become more widespread as a result of the development of the Internet, allowing people to access the ideas, assessments, and experiences of others more rapidly. This phenomenon is sometimes referred to as electronic word-of-mouth communication (eWOM). As a result, there are more opportunities than ever for people to gather and communicate information about products.

Instead of relying solely on face-to-face WOM, people are now able to exchange information via a variety of online platforms, including discussion forums, chat rooms, news groups, blogs, as well as online reviews. Despite this, there is now more information available than ever before that might affect as well as support consumer decision-making. An entirely new type of eWOM, also known as Online Customer Reviews (OCR), has emerged as a result of the quick and widespread growth of virtual communities. OCRs are the reviews that customers produce and post on company or independent third-party websites. [18]

- (c) **Objectives of the study** - The objective of the study is to analyze the role of reviews' impact on Online purchase Vs Traditional Purchase, along with the study about the impact of customer reviews on product selection as well as studying about the importance of Published Customer Reviews on online displayed products and for traditional marketing through WOM.

II LITERATURE REVIEW

Bettina von Helversen et. al. [19] looked into how hypothetical online shopping decisions made by younger and older persons were influenced by product qualities, average customer ratings, and single affect-rich positive or negative consumer reviews. Younger adults used all three forms of information, which is consistent with other studies, and they overwhelmingly favored goods with superior features and higher average consumer evaluations. The majority of younger adults opted for the higher-rated product when making a decision was difficult due to trade-offs between product features. Yet, a single affect-heavy positive or negative review could override the preference for the product with the higher rating. However, elderly persons did not regard average consumer ratings or single affect-rich good reviews. Instead, they were substantially influenced by a single affect-rich unfavorable review and also took into account product features. These findings imply that older persons are easily persuaded by reviews describing unpleasant experiences and do not take into account aggregated consumer information or positive reviews concentrating on good experiences with the product.

With an emphasis on mobile devices for buying, **Rakhi Thakur [20]** intends to examine the function of customer interaction in online reviews published by consumers. Mobile devices are increasingly serving as consumers' primary screens, and marketers are utilizing them to have interactive conversations with customers, making them better suited for increasing customer engagement. Yet, this area of research is still extremely young. This study is one of the first few empirical studies studying the role of consumer interaction in writing online reviews. The study investigates the mediating role of customer interaction in links between satisfaction and online review intention as well as trust and online review intention. It is also investigated how trust and satisfaction levels influence consumer participation and the likelihood of online reviews. This study adds to the body of knowledge in marketing related to consumer interaction, online reviews, and mobile buying habits. Also, this study offers managers a framework for encouraging customers to leave online evaluations. Also, suggestions for retailers are given to help merchants and advertisers better manage a new technology by maximizing consumer involvement on mobile platforms.

According to **Wang S et. al. [21]**, despite the global e-commerce industry's ongoing expansion, shopping cart abandonment is still a problem for many online shops. The problem of online shopping cart abandonment (OSCA), meanwhile, hasn't been thoroughly discussed in the literature. This study investigates a sequential mediation model, which includes consumers' wait for lower prices as an antecedent, hesitation at the register and OSCA as mediators, perceived transaction

inconvenience as a moderator, and decision to buy from a land-based retailer (DBLR) as an outcome. The study is grounded in the stimulus-organism-response (S-O-R) model. 883 online shoppers in Mainland China were given a questionnaire to complete online. The survey data was analyzed using partial least squares-structural equation modelling (PLS-SEM). The results demonstrated that waiting for reduced prices has a favourable impact on hesitancy at the register, which in turn impacts both OSCA as well as DBLR. On the framework path, OSCA and hesitation at the checkout both play sequential mediating roles. The association between waiting for lower pricing and reluctance at the checkout is further strengthened by perceived transaction inconvenience. Overall, this study adds to the body of theory and provides e-retailers with guidelines for alleviating the OSCA rate.

HeliHallikainen et. al.[22] studied that Convenience in shopping can give online grocery retailers a competitive edge. , we investigate how individualized price promotions (algorithmic pricing) and product recommendations (recommendation agents) offset the detrimental effect that consumers' perceived cognitive effort has on loyalty. Our findings show that although there is a negative correlation between perceived cognitive efforts and behavioral and attitudinal loyalty by default, personalized price discounts can mitigate this effect whereas personalized product recommendations do not. The results help us understand how personalized marketing initiatives work in today's data-driven online grocery retailing.

According to **Maslowska, E et. al.[23]**, Online consumer reviews assist customers make decisions, such as purchasing products, joining a sports club or watching movies. Online reviews are a typical occurrence on many websites and have grown to be a substantial marketing force. Because it is reportedly produced by other customers rather than brands, information from other consumers is seen to be more compelling and is therefore regarded as being more reliable. One example of this is internet reviews.

Thaker, T., &Thaker, M et. al. [24] looked at how consumers evaluate various buying channels. In particular, it encourages an applied model that leans towards a consumer-value perspective on using the Internet in comparison to the conventional, or physical, channel. Views of value, the quality of the product, the administration's quality, and risk have a clear impact on apparent value and purchase objectives in both offline and online channels. The proposed study will be advantageous to retailers for their channel migration and to consumers for making wise channel choices based on the value of their purchases. Results may demonstrate how value is created in the two channels and how it is presented directly to customers. Perceptual disparities between web and disconnected consumers can reveal the motivations

for choosing a particular channel. A researcher could think about rates as engaging measurable instruments while Chi-square will be an inferential factual apparatus.

Daroch, B., et. al. [25] intends to investigate how consumers behave when purchasing online and further investigates the numerous issues that may restrict this behaviour. Finding out the reasons why consumers have when purchasing at online retailers was the goal of the study. For this study, a survey of people who use online shopping sites was conducted using a quantitative research methodology. According to the study's findings, consumers are deterred from purchasing from online stores by a total of six concerns, including distrust, insecurity, and a lack of confidence coupled with their fear of bank transactions and traditional retail being more convenient than online retail. This study is helpful for e-retailers engaged in potential consumer-to-consumer e-commerce activities or consumer-to-the business. Managerial implications are suggested for improving marketing strategies for generating consumer trust in online shopping. In contrast to previous research, this study aims to focus on identifying those factors that restrict consumers from online shopping.

According to Sameeha, **M. S. F., &Milhana, U. L. [26]**, The development of the internet has led to a significant shift away from conventional methods of shopping. These days, online commerce is expanding quickly, and more people are using the internet. Notwithstanding the fact that the majority of consumers still purchase in traditional ways. In this study, traditional and online purchasing are compared with particular emphasis on Dharga Town. As a result, 188 samples were chosen using the snowball sampling technique for this study, and the people who participate in both traditional and internet shopping provided information via questionnaire. Graphs and an arithmetic mean model were also used in this study, along with a descriptive analysis of the data using SPSS software. Online shopping has more opportunities for price comparison than traditional shopping, and traditional shopping is safer due to the reason that there is a risk of online fraud and security issues like hacking in online shopping, according to the research's conclusion. These are the main differences between traditional and online shopping. Also, there are pricing differences between these purchasing options, and traditional shopping cannot match the prices offered by internet retailers. This study therefore recommends that traditional retail boost shopping convenience. Online shopping should offer return options and should guarantee security at the same time.

III PROPOSED METHODOLOGY

Here is a brief detail about the broad framework with flowchart for this research study using a survey method:

- (a) Specify the research problem and research questions.
- (b) Establish the primary goal of the study.
- (c) Formulate precise, quantifiable research questions.
- (d) Perform a review of the literature
- (e) Compile and analyze pertinent literature on the research topic.
- (f) Identify research gaps that the study can address.
- (g) Develop hypotheses
- (h) Create hypotheses that the research study can use to test.
- (i) Create the questionnaire for the survey
- (j) Create a precise and concise survey questionnaire that addresses the study's objectives and hypotheses.
- (k) Ensure that the questions are clear and objective.
- (l) To make sure the questionnaire is useful, run a pilot test.
- (m) Decide on the study's sample size and population.
- (n) Identify the target population for the purpose of study.
- (o) Choose a sampling strategy that will yield a sample of the population that is reflective of the whole.
- (p) Use a survey to gather data
- (q) Make sure the sample is diverse and representative of the population.
- (r) Deliver the survey to the chosen sample.
- (s) Analyze the data.
- (t) Prepare the data for statistical software and enter it.
- (u) Analyze the data using descriptive and inferential statistics
- (v) Conclude and offer suggestions
- (w) Evaluate the analysis's findings in light of the study's questions and hypotheses.
- (x) Conclude the study's problem and offer suggestions for additional investigation.

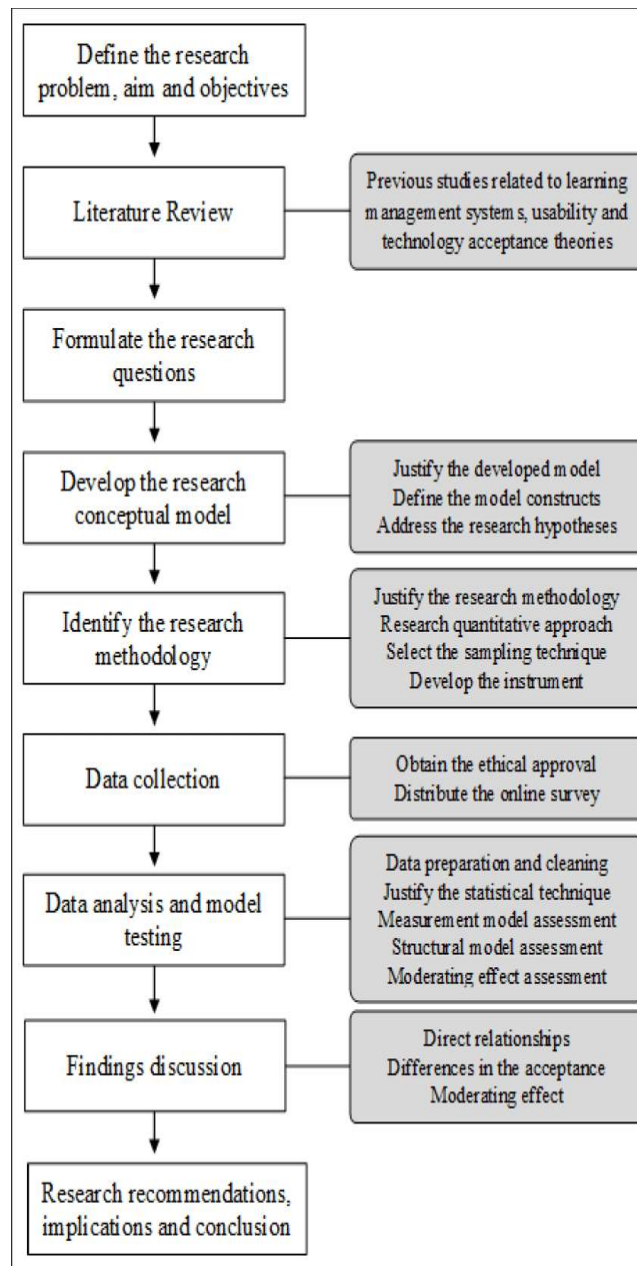


Fig.3 Broad Framework to show research flow

Different statistical tests and methods can be used to analyze data collected from a study. First, the null and alternative hypotheses for a chi-square test and a t-test, that are used to determine the association between variables and the difference between means of two groups, respectively. The descriptive statistics can be used, such as mean, standard deviation, and weighted average, to analyze data related to customer reviews, brand, purchase intention, and attitude. It highlights the importance of calculating standard deviation to measure variability in responses.

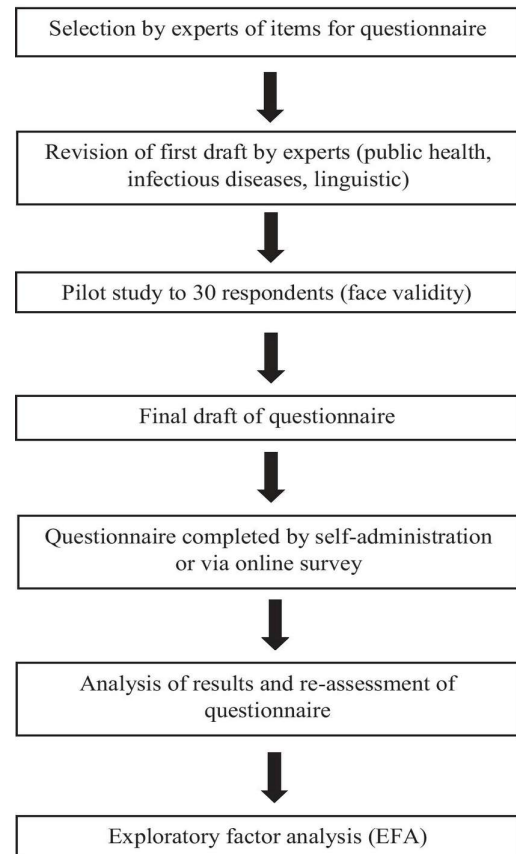


Fig.4 Flow of questionnaire development

Overall, it can be provided that the statistical methods can be used to analyze data and draw conclusions from a study.

IV TRADITIONAL VS ONLINE SHOPPING-MODES

- (a) **Traditional Shopping Mode** - The traditional method of shopping involves a vendor and a consumer exchanging commodities and items. Face-to-face interactions are essential for buying products from traditional stores, warehouses, manufacturers, and outlets [27]. The traditional way of doing business "thrives on word of mouth," successful networking, and referrals. Effective customer services encourage both repeat business from existing consumers as well as attract new ones. According to [27], buyers feel secure before making a choice when they actively engage with the product's quality. Also, the delivery of the purchased goods occurs during the period that online purchasing does. Good consumer and seller communication improves consumer knowledge of the products. When products are well communicated to customers, they can determine if the item is required or not. Traditional stores provide a return option. Consumers can be benefitted from this since they can exchange their items for the best option for them. Before a consumer decides to buy a

product, they can test it out, such as with shoes and clothing [28]. The whole procedure promotes their engagement and satisfaction. Traditional retail establishments, on the other hand, do not provide as many product options. Customers have fewer options and fewer opportunities to evaluate costs in a traditional store because there is a smaller selection of products available.

- (b) **Online Shopping Mode** - Online shopping is the electronic mode of making purchases of products via the internet. Considering the simplicity of accessibility and availability of a large range of products, consumers all over the world are using online means of buying. A successful firm relies on maintaining its customer base. According to [28], management may provide better services by better knowing how customers interact with brands. Consumer feedback explains their opinions and pleasure with the products based on their experiences. Developing relationships with consumers has a favourable effect on their purchase intentions. E-commerce companies frequently carry out surveys to generate consumer feedback and examine their responses. As stated in [29], consumers' online buying intentions are negatively impacted by perceived risk. The audience's interest in online services has decreased as a result of growing privacy and money transfer concerns. After the beginning of the pandemic, consumer attitudes towards online shopping have seen a paradigm shift. Consumers can compare prices and buy products thanks to innovation, brand awareness, and "price consciousness". The companies' capacity to offer high-quality products and a simple purchasing process increased consumer satisfaction

V CHALLENGES FACED BY CONSUMERS

Consumers that use both traditional and online shopping modes face few challenges. Products that can be purchased online prevent consumers from physically feeling the product's quality. The delivery of the product takes some time, and periodically it is handled improperly, culminating in product damage [30]. Internet shopping also involves fraudulent websites and transactions, which severely thwart users' aspirations to interact with a product there. The delivery fees must be paid. When consumers consider every aspect that could harm their privacy, they become discouraged. With the old method of purchasing, consumers are unable to compare costs and end up paying more because there is a less selection of products. Traditional shopping takes a lot of time. For a product, consumers incur additional travel costs. Holidays pose a problem to make purchases because most stores are closed. The inconvenience-free internet buying has become the consumers' preferred

mode of shopping as a consequence of these time-consuming approaches.

VI OUTCOMES/ SUGGESTIONS

The study recommends conducting a larger and more diverse study to ensure representative findings. It also suggests exploring the impact of different types of reviews, analyzing the impact on brand loyalty and satisfaction, and investigating potential biases in reviews to help mitigate negative effects. These recommendations aim to provide a more comprehensive understanding of the impact of customer reviews on product selection. The study on the impact of customer reviews on product selection has several limitations, such as a small sample size, sampling bias, and self-report bias. It is important to consider these limitations when interpreting the results. Future recommendations include conducting a similar study on a larger and more diverse sample, exploring the impact of different types of customer reviews, analyzing the impact on other aspects of the purchase process, and investigating potential biases in customer reviews. These recommendations would help to provide a more comprehensive understanding of the role of reviews in shaping consumer behavior. Overall, while this study provides valuable insights into the perceptions of customers towards customer reviews, it is important to consider these limitations when interpreting the findings.

VII CONCLUSION

The comparison between traditional shopping and online shopping is made easier by the contribution of this study. Word of mouth (WOM), successful networking, and referrals are key components of the traditional shopping mode. Effective consumer services both entice new consumers and encourage consumers' intentions to make recurring purchases. Also, the purchased products are delivered promptly in traditional shopping mode. On the other hand, whereas, online shopping takes time. The interest of audience in online services has alleviated as a consequence of emerging privacy and money transfer concerns. In the wake of the pandemic, consumer attitudes towards online shopping have substantially shifted. Consumers can compare costs and purchase products thanks to brand recognition, innovation as well as "price consciousness". Hence, this paper concludes that each shopping mode has advantages as well as disadvantages. The purpose of this study is to critically analyze the various shopping-modes and how online and traditional modes affect the consumer preferences.

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Understanding of Macro Universe

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ABSTRACT

The importance of five great elements is world famous in the history of creation. The creativity infrastructure is praise - worthy in the light of scientific research. And panchikaran is of great importance in the creation of universe. Sankhay philosophy and Physics both are eye witnesses of this truth of Nature. This running article is likely to throw light on this event.

Key words: Universe, Great Elements, Panch panchikaran.

I INTRODUCTION

The panch-panchikaran has been occupying the main seat in the sphere of our positive science named Physics and Indian Philosophy Sankhya by name.

Both the fields of our knowledge are greatly busy in finding out the divine grace of Nature.

Both of these agree with the fact that once existed factor remains always in the universe in any form of existed thing.

That means, existence is always existed here. This very message is conveyed here.

II THEME

Gorakshnath is the herald of Hathyoga. He narrets this substance of grace of the Nature, seen by us in this world widely in his Siddh siddhant paddhati, one of the main Hathyogic texts• (History) Nasti satyavichare'smin uttpatti chandpundryoh I tathapi lok vrittyartham vaksye. satsampradayatah II (1/2) Sa pindotpattyadih siddhamate samyak prasiddha I(3)

- (a) **Types of Pinda** - Pindotpattih, pinda-vicharah, pind-samvittih, pinda dharah, pindpad-pada-sama-rasa-bhavah, srinitya pindvadhuta iti II(3) The Transit – Period yada nasti swayam kartta karanam na kulakulam I avyaktam cha param brahma anama vidyate tada III(4) moreover, anama iti svayam anadi siddham I ekam eva anadinidhanam siddha-siddhanta-prasiddham I(5)
- (b) **Divine Energy** - tasya icchamatradharmadharmini Nija shaktih prasiddha II(5) Evolution tasya unmukhamatrena parashaktrutthita I tasyah spandana –matrena aparashaktirutthita II(6) Incarnation of Kundalini • tato hantarthatmatrena suksama shaktirutpanna I Tato vedanashila kundalini Shaktirudgata II(7)
- (c) **Kinds of Nijashakti** - Nityata, niranjanata, Nispandata, nirabhasata, nirutthanta iti Panchaguna Nija shakti II(8) Types of Parashakti•

astita, aprameyata, abhinnata, anantata, avyaktat a iti panchguna parashaktih II(9) The Aparashakti-5 sfurata, sfutatasfarata, sfotata, sfartita iti panchguna Apra shaktih II (10)

III THE SUKSHM SHAKTI ALSO CONSISTS OF FIVE

Phases-• niramata, nirantarata, niscalata, niscayata, nirvikalpata iti panchguna suksm shakti II(11) The kundalinishakti contains five features_ purnata, pratibimbata, prabalata, proccalata, praty nmukhata iti panchguna kundalini shaktih(12) ultimately • evamsakti-tattve panch-panchguna-yogat parapindotpattih (13)

- (a) **A statement is available here in this regard-** nijaparapara suksama kundalinyasu pancadha I sakti-cakra-kramenottho jatah pindah parashivah (14) further, stairs of growth• aparamparam paramapadam sunyam niranjanam paramatma iti I aparamparat sfuratamatram utpannam I paramapadad bhavanamatram utpannam I
- (b) **Sunyat sattamatram utpannam I** - niranjanat saksatkaram utpannam I paramatmanah paramatma utpannah (15) again merits of factors• akalankatvam, anupamatvam, aparatvam, amurtatvam, anudayatvam iti pancagunam aparamparam(16) niskalatvam anutaratvam acalatvam asankhyatvam anadharatvam iti pancagunam paramapadam (17)
- (c) **Linata, purnata, unmani, lolata, murechata iti** - pancagunam sunyam (18) satyatvam, sahayatvam, samarasatvam, savadhanatvam, sarvagatvam iti pancagunam, niranjanam(19) aksayatvam, abhedyatvam, achedyatvam, adahyatvam, avinasitvam iti pancagunah paramatma(20) iti anadyapindasya pancatattva-pancavimsatigunah I here, it is said•
- (d) **Aparamparam, paramapadam sunyam niranjan-** paramatmanau I pancabhiretaih sagunairanadyapindah samutpannah II 21 now, stages

once again anadyat paramanandah I paramanandat
 prabodhah I prabodhat cidudayah I cidudayat
 prakasah I prakasat sohambhavah II 22 IL
 components of figures spando harsa utsaho nispando
 nityasukhatvam iti pancagunah paramanandah II 23
 IL udaya ullasovabhaso vikasah prabha iti
 pancagunah prabodhahII24 II sadbhavo vicarah
 kartrtvam jnatrtvam svatantratvamiti pancagunah
 cididayah II 25 IL nirvikaratvam niskalankatvam
 nirvikalpatvam samata vibhrantiiti pancagunah
 prakasah II26) IL ahantakhandaisvaryam swatmata
 visvanubhava samarthyam sarvajnyatvam iti
 pancagunah sohambhavah II 27 II

- (e) **Ityadyapindasya pancatattvam** -
 pancavimsatigunam I It is further conveyed •
 paramandah prabodhah cidudayah citprakasah
 sohambhava ityata adiyapindo mahatattva guna
 yuktah samutthitah II28 II and adyad mahakaso
 mahakasah mahavayur mahavayor mahatejo
 mahatejaso mahasalilam mahasalilad mahaprithvi II
 29 II
- (f) **avkasa acchidratvam asprsatvam nilavarnatv** -
 sabdatvam iti pancaguno mahakasah. (30) sancarah
 sancalanam sparsanam sosanam dhumravarnatvam iti
 eancaguno mahavayuh(31) dahakatvam pacakatvam
 usnatvam prakasatvam raktavarnatvam iti
 pancagunam mahatejah(32) pravaha apyayanam
 dravo rasah svetavarnatvam iti pancagunam
 mahasalilam (33)
- (g) **Sthulata,nanakarata,kathinyam gandhah,** -
 pitavarnatvam iti pancaguna mahaprithvi (34) iti
 mahasakarapindasya pancatattvavam
 pancavimsatigunam I

IV CONCLUSION

the history of natural creation declares the grace of
 advancement in metaphysical language -(astamurti)

- sa eva siva
- sivad bhairavo,
- bhairavat srikanthah
- srikanthat sadasivah
- sadasivad isvara
- isvarad rudra
- rudrad visnur-
- visnor-brahma (35)
- iti mahasakarapindasya murtyastakam I This is the
 summary of history of origin of macro cosmo.

Andwithin this very universe we play the play of temporal
 action dramatically as the earth is a picnic land for
 earning virtue to reach the resort of salvation ultimately.

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Empowering Youth, Realizing Aatm-Nirbhar India

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ABSTRACT

India is now looking at a unique opportunity in the upcoming decade in form of a young demographic dividend, but there lie challenges in training and developing relevant marketable skills of our vast population as the risk of demographic liability of unemployed, untrained and unproductive population lingers close by. In present picture, skill training in India lacks industry interface, poor infrastructure pulls back various efforts by the government all the while the negative effects of the CoViD-19 pandemic are still not over. Recent initiatives have raised the standard of our country on various international metrics but now the need of the hour is to fine tune the skill distribution mechanism and fast-track various development initiatives so that our country can reap the benefits of the opportunity in time. Skill training plays an important role in releasing a self-sufficient India as skill initiatives and training will lead to employment as it will not only boost the entrepreneurial practices but also help in providing a capable workforce which can be employed in various sectors. Both these factors will boost the economy promoting economic growth, preparing our country for the global stage.

I INTRODUCTION

Delving deep into India's rich heritage, before the dawn of Vedic age, there was no formal education system. A father passed on the knowledge either religious or professional to his child closely mentoring him. Traditional skills in forms of diverse craftsmanship and connoisseurs which root on indigenous resources have been passed from generations in families in various parts of the country and from ancient times, have formed the backbone of the country's economy. Much later two system developed based on the cultural movements, which were Vedic and Buddhist education system. The difference lied in the medium of instruction which was Sanskrit for Vedic and Pali for Buddhist. Children from a young age were required to attend "gurukul" where they were taught sixty-four "kala" (performing arts) which included something as basic as "tarku-karma" or spinning a spindle to as diverse as "vastu-vidya" or engineering. It is well known that gradually our country became a learning hub as fifteen universities that existed from 6th century BC to 1200 AD, among which Takshashila is the oldest, used to attract talent from all over the world. Thus, distribution of skills, essential at the time were done from the fundamental level which supported the economy and culture of the society. In the medieval period, education was closely linked to religion. It was also a time of constant shift in state boundaries and rise and fall of kingdoms and hence with each different ruler came a different take on education. This effect slowly segregated basic skill training from educational institutes but promoted skills like art, singing, dancing, poetry etc. which added to the heritage of the country. The onset of British Empire brought western educational values in India which completely sidelined the Indian Knowledge system. British expansionist policies ruthlessly exploited India by imposing taxes, banning Indian textiles which declined the industries at the time. After Independence, much of the importance was awarded to formal education resulting in increased spending to establish centers of higher learning across the country. Nevertheless,

Government of India has constantly endeavored to promote education and awareness for the youths of our country. Right to education (RTE), open schooling, Industrial Training Institute (ITI) and Industrial Training Centers (ITC) are right steps in this direction along with several major policies that are released and revised often by central and state governments. But despite all these efforts, country witness high dropout rates up to class X (More boys dropped out of school than girls at secondary level in India in 2019-20: Report, 2021). In addition to this a large size of youth population is also slowing down skill distribution. Also, Skill-based education today is synonymous with vocational skill which is almost always not the part of the main curriculum. Hence deprived from formal and focused development, the youths in our country obtain skills through short-term courses. Looking beyond grades is also an enormous challenge for students to tackle.

II RESEARCH DESIGN

Main objective of this paper is to present the various studies and comprehensive reviews which have been conducted in the skill discipline and also to propose the conceptual model based on these studies. For this secondary data has been collected and analyzed

III LITERATURE REVIEW

Skill may be defined as the set of competencies essential to carry out the required tasks in the most efficient way while maintaining the agreed set of quality standards. Skill development is a way to empower the workforce with the necessary skills; knowledge through vocational or technical training to meet the industry requirements and to ensure competitiveness in the dynamic global market (MacClean, 2013).

Skill development not only involves acquiring new skills but also upgrading existing skills governed by modern trends and advances in technologies at disposal. It is found that most of the youth being educated are facing severe unemployment problem due to lack of skills and technical knowledge. (Dr Sharma & Sethi, 2015) The author in the paper titled “Skill Development: Opportunities & Challenges in India” has identified the gap in demand and supply of skill in India. The Challenges as identified are the unavailability of infrastructure for training which deprives more than 50% of newcomers of the opportunities. Training lacks industry interface which lead to poor placements. Lack of pre-assessment tests enable direct admissions to institute which mismatch the interests and abilities of students down the road. There is no solid standard by which the universities can be compared and a lack of proper career counseling leads to uninformed skill acquisition choices. Finally, the high cost of training restricts the institutes to influx student from rural and urban areas and as a result more than 80% of workforce enters the market untrained. In another research work undertaken in the Bundelkhand region (Districts Sagar and Damoh) of Madhya Pradesh (Uddin, 2020) concludes that most of the youth residing have medium level of understanding and were in desperate need of capacity building. The youth in the region had sufficient educational qualification to undertake entrepreneurial tasks. Economic status also influenced their decision of entrepreneurship as a career option. 38.33% and 31.67% individuals of Sagar and Damoh districts respectively were above the poverty line and had a strong base to start with whereas 61.67% and 68.33% individuals were below the poverty line. The identified study variables for entrepreneurial growth were namely risk taking, hope of success, determination, use of feedback, self-confidence, knowledge ability, motivation, manageability, innovativeness and achievement. Based on three levels of High, Medium and Low, each participant was asked to rate themselves and the result points two thirds of the youth find themselves in the medium category for determination and use of feedback. In the high category, highest score was counted for manageability (23.17%) and minimum for motivation (10%). Overall, more than 50% of the population resides with medium level in all ten variables.

In another article (Dr. Chakraborty, 2020), author presents facts and figures related to slowing down of economy and decline in employment due to the pandemic. In harrowing times of the CoViD pandemic, industries have struggles to keep afloat, while 121.5 million jobs were lost in the first month that is April of 2020 and then narrowed down to 100.3 million in May 2020, 29.9 million in June 2020 to 11 million in July 2020. In a report by Associated Chambers of Commerce and Industry of India (ASSOCHAM) only 20% out of the five million students who graduate every year get employed in India whereas

per ‘India Skills Report’ by Wheebox, People Strong and CII, only 46% students are employable. Despite the setup of Ministry of Skill Development & Entrepreneurship (MSDE) with various schemes like Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Skill India, National Skill Development Mission etc. in its concept, 2016 report by Labor Bureau states 58% of graduates and 62% of post graduates mention ‘non-availability of jobs matching their skill and education’ as the reason for their unemployment. Projections from Bloomberg Economic article puts India’s GDP to grow from \$2.7 trillion in 2019 to \$5 trillion by 2025 and \$8.4 trillion by 2030.

Skill initiatives and skill training will lead to employment generation and support the growth of entrepreneurship. (Dr. Jeyamani, 2019) In the paper titled “‘Skill India’ Provides Employment and Empowerment” the author provides the positive effects of skill development on employment generation in the country. India has able to improve its Ease of doing business index rank, issued by World Bank, from 142 out of 190 economies in 2014-2015 to 63rd rank in 2019-2020. This is a rare feat for any large country and now India is ranked the best country in South Asian region on account of the only BRICS nation to achieve this. India is one of the fastest growing and sustainable economies with a consistent if not higher rate of 7% (2020, IMF). This has invited very large influx of Foreign Direct Investment (FDI) in the country. India ranks in top 10 FDI destinations globally and has emerged as an attractive destination for business and investment. Since the launch of Make in India initiative, there has been a growth of 37% in overall FDI inflow and growth of 46% in FDI equity inflow.

These two phenomena will further boost the economic growth of the country.

IV PRESENT SCENARIO

Youth plays a crucial role in achieving economic prosperity of the country. The working age population (16 to 59 years) which was 58% in 2001 will rise to 64 % in 2021 (India, 2014) and by 2026 merely 13% of the population will age over 60 years. (Dr Sharma & Sethi, 2015). India is known as the youngest nations with over 50% of population under 30 years. It is estimated that by 2025, India will have the 25% of the total global workforce. This is a blessing for our nation only if this demographic dividend is harnessed, empowered and further developed to ensure the nation’s global competitiveness and economic progress which can be enjoyed until 2040 (Comission, 2013). This can be done in form of skill development initiatives – a step towards aatm-nirbhar (self-sufficient) India. Skill based education is purpose driven, more effective and inherently flexible which gives the students to bridge the gap of understanding. They are assessed for their competency all

the while ownership of learning remains in their hands. Experience acquired by students also plays a tangible role in grooming future leaders and the vibrant traditions also get conserved as a bonus effect. Advancement of the current pandemic has made importing services, products and skills more and more challenging. This has put up a demand on local products which has helped the people to recognize the importance of a skill-driven society. Various successful schemes that were implemented or under way are as follows

(a) Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

- The flagship scheme of the ministry of skills development and entrepreneurship, PMKVY enables a large number of Indian youths to take up industry relevant skill training that can help secure a better livelihood. This is implemented through the national skill development corporation. Individuals with experience or skills after learning will also be assessed and certified under the recognition of prior education. Under this scheme, training and assessment fees are fully paid by the govt. Skill development centres across the country provide short- term training, special projects, skills and employment fairs, placement guidelines and monitoring guidelines to the youth.

(b) SANKALP- Skills Acquisition and Knowledge Awareness for Livelihood Program

- This programme is designed to operationalize the submission under the national mission. This scheme has a six years implementation schedule. At present, the first tranche has been approved for implementation. This scheme aims to create convergence among all skill training activities, improve quality of skill development program through building a pool of quality trainers and assessors, model curriculum and content, establish robust monitoring and evaluation system for skill training programs.

(c) EDP- Entrepreneurship Development Program

(d) DDU – GKY Deen Dayal Upadhaya Grameen Kaushalya Yojana

(e) National career service

(f) Ayushman Bharat yojana

(g) Make in India initiative along with upgradation of existing institutions through World Bank and Government of India funding and upgradation of training institutes under Public Private Partnership (PPP) mode.

(h) AICTE-UKIERI: All India Council for Technical Education (AICTE) along with Department for Business, Energy and Industrial Strategy (DBEIS), United Kingdom, on the joint operation of the activities under UK India Education and Research Initiative. In its third phase, the focus is on leadership and faculty development, better integration of skills in education system, e-partnership and research incubation and enhancing mobility.

(i) Skill Knowledge Providers (SKPs): SKPs are industries or specialized training centres. Under this initiative, Council has signed MoU with various organization to use their skill training centre for giving vocational training to students admitted under National Skills Qualifications Framework (NSQF) Program.

(j) Employability Enhancement Training Programme (EETP): For enhancement of employability options and implementation of current schemes AICTE has signed memorandum with several tech giants like LinkedIn, Monster.com etc.

(k) National Employability Enhancement Mission (NEEM): With this scheme, the objective is offer on the job practical training to the employ of a company. This is open for all 16 to 40-year-old individuals irrespective of their educational qualifications.

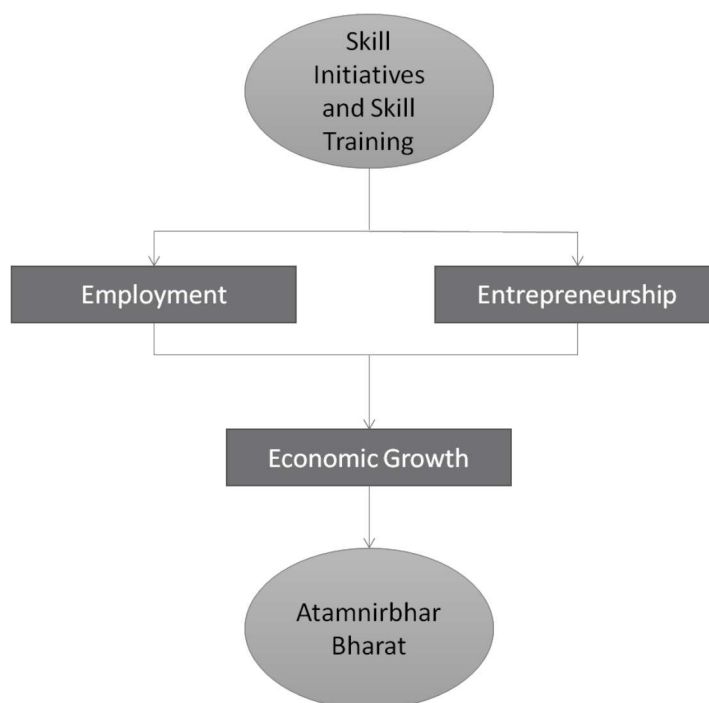
Other than this, job fairs with the name “Rozgar Mela” under NSDC flags are also organized which are 1-2 days long event in which both job seekers and employers meet to fulfill employment demands in private sector. Another flagship scheme of Ministry of Skill Development and Entrepreneurship (MSDE), “Pradhan Mantri Kaushal Kendra” (PMKK) are centers of skill training with focus on industry skills and regular capex are opened in every district of the country. Government of India also plans to open “India International Skill Centres” (IISC) in order to realize India as the skill capital of the world. A network is to be setup in place which will give overseas opportunities to skilled labour of the country. To stimulate effect on a more fundamental, the government of India has come up with the New Education Policy (NEP) which brings the focus on holistic learning. This new overhaul is in line with 2030 objective of sustainable development. This will be done by structuring a multidisciplinary curriculum along with soft skill development, vocational skills and hands-on experience of various subjects

V PROPOSED CONCEPTUAL MODEL

The institutionalized existing structure of vocational training in India is still not sufficient to train millions of youths that will enter the labor market. We must also have capability to re-skill the workforce from time to time for which government as well as private players and other stakeholders can be involved. Involvement of private sector is more important than government intervention as private institute are more agile, can provide customized courses and can diversify into not only grey-collar but also blue and white -collar jobs. India is in top position to enjoy the demographic features in this century. The low human development index of India emphasizes that 80% of the workforce in India (rural and urban) doesn't possess any identifiable and marketable skills but skill development will increase the probability of landing a job

and will ensure survivability over time. In developing countries, majority of population is below poverty line while there are a large number of youths. In India, 2.3% of the workforce has formal skill training as compared to developed countries like UK, US, Germany, Japan the percentage is more than 50%. This also shows that for being a developed nation, a capable work-force is the need of the hour for India. Self-dependence of our country is dependent on its economic growth while this itself is supported by capable and skilled workforce employed in

various services. Skill initiatives and skill training will lead to employment generation and support the growth of entrepreneurship. These two phenomena will further boost the economic growth of the country.



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Exploring Challenges & Opportunities through Outreach Programme in Remote Districts of MP

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I INTRODUCTION

National Council for Science & Technology Communication (NCSTC), DST, Govt of India, had sanctioned a project titled 'Mission-Eco-Next' to RNTU

for execution in 5 backward districts of MP. The districts were Raisen, Vidisha, Khandwa, Rajgarh & Singrauli which were enlisted under less endowed region (LER) of Govt. The duration for completion of the project in 5 districts was 1 (One) year.

Programme at a glance:

Districts	Date	Talent Hunt	Date	Eco-Next Training
Raisen	23 Dec '21	256	18-22 Jan '22	45
Vidisha	18 Feb '22	340	8-12 March '22	45
Khandwa	28 June '22	257	19-23 July '22	43
Rajgarh	30 July '22	259	29Oct- 2Nov '22	44
Singrauli	20 Nov '22	220	26-30 Dec '22	42

II OBJECTIVE OF THIS PROJECT REPORT

The objective of this report is to explore the challenges & opportunities found or faced while executing the project in the backward districts of MP.

The challenges faced are listed below: -

- (a) **Knowledge Level:** - under the project, we had to select 45 participants from each district for the 5 days Eco-next Training Programme. Hence we used to conduct the screening test through a Written 'Talent Hunt' exam for around 250/300 students in each of the district. It is revealed from those talent hunt exam that the general knowledge level and primary science awareness in those areas are very poor, among the students and the teachers as well.
- (b) **Social challenge:** - We faced a lot of difficulty in inducting the selected girl candidates to participate in the 5 day's free residential training programme. The parents did not allowed the girl candidates to take part in the free training programme inspite of assuring them full safety & security. That shows the social & cultural backwardness among the parents community in these areas.
- (c) **Geographical Challenge:** - Some of the training Sites/ Venues (viz Singrauli) were located in the areas which are not well connected by railways. Even the hilly terrain Roads were very risky for the vehicles to reach the destination site. Night journey was not possible at all.
- (d) **Infrastructural Problem** - In most of the training sites in the backward districts, the minimum facilities viz. a training hall, audio-visual equipment's,

computer labs, boarding & lodging arrangements for the participants or resource persons were not available. We had to somehow manage with the help from other organizations.

- (e) **Financial Constraints:** - The allocation of fund under each head of expenditure was so limited that some time it becomes very difficult to arrange within the sanctioned limit. The local bodies viz : the schools, DIETs have also no financial power or provision to help in case of emergency need for such training programme at the site.
- (f) **Transportation:** Where residential training programme could not be arranged due to non availability of camping/ lodging facility, we faced a big problem in daily to & fro transportation for the 50 participants from their residence to the training venue because of lack of local transportation facility.

III MY SUGGESTIONS/OBSERVATIONS

- (a) **Implementation of various govt. schemes:** There are various govt. schemes viz on primary health, sanitation & cleanliness, self-employment, skill development for the youth, scientific awareness, demystify the myths & beliefs, science behind the miracles etc. We, from RNTU can organise awareness & training programmes on those schemes in the remote districts of MP regularly.
- (b) **Financial assistance to the local staff:** - The state govt. should make some provision for paying monetary incentives to the local staff members who participate or support in conduction of such programs in order to encourage them.

- (c) **Infrastructural Improvement:** - It is suggested that the local nodal schools of remote districts may be provided with a training hall, audio-video equipments, Computer Lab, Lodging & boarding facility, etc. for the participants for smooth conduction of the Training programmes.
- (d) **Local Transportation facility:** - The Local authority should introduce the local transportation facility for the convenience of the participants for regularly attending the training programme venue from their residence & return back to their home.
- (e) **Language classes:-** Special language & communication class may be conducted for the students as well as teachers to improve their communication skill.
- (f) **Marketing Opportunities** - While conducting these training/awareness programmes in various districts of MP, we have come across many H.S. Students who will seek admission in HEI next for pursuing higher studies. During the training programme the HS students were also given exposure to the facilities of RNTU/AGU so that they choose AGUs for admission. This opportunity was evident in our past experiences.
- (g) **Geographical location:-** It is necessary to connect all the district headquarters by good roads so that the remote sites can be reached easily by Road / Rail.

IV CONCLUSION

In view of the above challenges and observations, it is felt that there is lot of opportunities for AISECT to take up such awareness / training programmes in the various districts of MP. These programmes would not only uplift the social & educational standards in those remote & rural areas but will also explore their participation in AISECT through various schemes for higher education.

Teaching Conversation Analysis through the Selected Short Stories of Chitra Banerjee Divakaruni

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ABSTRACT

Language and literature are inseparably related to each other. Literature is a practical tool for teaching language and a literary text is a storehouse of linguistic resources that provides the right context to explore and experiment with language samples. Linguistics is that branch of English Studies which attempts to study language in a scientific manner. In this domain, pragmatics harps on the use of language in a social context whereas, sociolinguistics emphasizes on studying the socio-cultural effects of language. However, while teaching linguistics, there are concepts like content, discourse and critical discourse analysis that can be better explained with the help of excerpts from novels or extracts from short stories and drama. The semiotic events as depicted in literary texts are rich in local flavour and have a greater scope for providing the perfect platform to examine the communication patterns. To blend theory with practice, it is mandatory for the instructor to develop resources that can give the target group a first-hand experience of using techniques in conversation analysis. These can be self-created dialogues or chunks from literary texts produced by authors across the globe. This paper therefore, is sought to analyse the method in which conversation analysis can be taught to Indian students through the selected short stories from the collection Arranged Marriage (1996) written by a famous Indian diasporic author Chitra Banerjee Divakaruni.

Keywords: - Conversation Analysis, Chitra Banerjee Divakaruni, code-mixing, code-switching, turn-taking, adjacency pair

I INTRODUCTION

Language and literature are inseparably related to each other and the field of English studies remains incomplete without necessitating the combination of English language and English literature. Literature, in fact, is a practical tool for teaching language; and the study of linguistics can be enhanced by using literary genres as devices to elaborate on concepts related to phonology, morphology, syntax, semantics, as well as pragmatics.

Language functions in many ways and the context in which language works is the main area of study in pragmatics. Pragmaticians study the context behind the meaning-making process. Communication is a complicated process and cannot be studied in a linear fashion. Similarly, the way speech-acts occur in several situations and the way social milieu contributes in pouring more meaning into the speech-acts is the basis for sociolinguistics. Both the sub-branches of linguistics incline towards the functional aspect of language whereby, pragmatics harps on the use of language in a social context whereas, sociolinguistics emphasizes on studying the socio-cultural effects of language. If taken in consonance, these fields of linguistics deal with the comprehension of the utterances done by different kinds of speakers in different settings. To explain these nuances to undergraduates or postgraduates, one needs a framework that can help students relate to the concepts in a manner that enumerates the practicality of these concepts.

II LITERATURE SURVEY

According to Mahapatra (1996, p. 37), “A very important aspect of the language is learnt through artistic and literary expressions”. From a linguist’s perspective, a literary text is a storehouse of linguistic resources and also provides the right context to explore and experiment with language samples. These samples in turn become the best mnemonic tools for students to not only understand but also remember the concepts from sociolinguistics or pragmatics.

Cook (2008, p. 23) analyses the differences between communicative competence and pragmatic competence and comments, “Sheer knowledge of language has little point if speakers cannot use it appropriately for all the activities in which they want to take part...”. Therefore, the real knowledge of the language gets manifested only when one uses it in the right context for the appropriate reason. Literature does provide that context for discovering the theoretical underpinnings in linguistics. The genres of literature are dense with purposeful language use that gives an opportunity to learners to engage in genuinely communicative activities as directed by the facilitator in the classroom. It is therefore, important to select the right kind of texts for the teaching of language through literature. In the Indian context, while teaching linguistics, the use of literature produced by British authors or American authors can be limited to 20 percent of the syllabus at the undergraduate level. At the postgraduate level, the world literature can encompass 40 percent of the syllabus. But the language teacher should majorly depend on genres produced by the Indian

diaspora that will provide a more fertile ground for analysing relatable language in context.

III OBJECTIVE

Usually, the canonical texts for literature syllabus are sufficient to give the Indian undergraduates and postgraduates an insight into the literary studies. However, while teaching linguistics, there are concepts like content analysis, discourse analysis, critical discourse analysis, so on and so forth that need to be explained with the help of excerpts from novels or extracts from short stories and drama. The semiotic events as depicted in these texts are rich in local flavour and have a greater scope for providing the perfect platform to examine the communication patterns. Hence, this paper is sought to analyse the method in which conversation analysis can be taught to Indian undergraduate or postgraduate students through the selected short stories of Chitra Banerjee Divakaruni – an Indian diasporic author. Her famous works of fiction have garnered accolades at the global level; many of her creative writings have already been adapted into movies. The focus of the present study is on the selected short stories from Divakaruni's famous short story collection *Arranged Marriage* (1996).

IV TEACHING CONVERSATION ANALYSIS THROUGH SELECTED SHORT STORIES OF CHITRA BANERJEE DIVAKARUNI

The three selected short stories are 'Silver Pavements, Golden Roofs'; 'The Word Love'; and 'Doors'. These stories depict real-life conversations in a realistic yet simplistic manner. The stories revolve around female characters as protagonists and portray conflicts faced by women through subtle conversations. Conversation Analysis (CA) is that branch of Interactional Sociolinguistics which studies the meaning-making process through the medium of social interactions. The social interactions illustrated in these selected short stories represent women roles and responsibilities in the domestic and professional spheres. The characters speak candidly in the stories about the psychological pressures that they undergo and these talks create a vital nexus to closely observe the non-verbal aspects of communication alongside turn-taking and adjacency pairs. Since CA as a super-set is devoted to studying meaningful behaviour through particular situations in time-place-language, its sub-sets code-switching and code-mixing also play a crucial role in the selected short stories of Divakaruni.

The first selected text is 'Silver Pavements, Golden Roofs' in which the reader gets to experience the story of a young Bengali girl who comes to America for her further studies. She is baffled by the surroundings, and the

sentences that people use; for example, when the air hostess says "No problem" in response to her apology, she is taken by surprise as she had never heard anyone use this expression before. On one hand, she is excited and elated to be in a new country which gives her hope for a better future, but on the other hand, she also misses her friends and family back at home in India. She has a sense of dislocation and disorientation if she would be able to adjust to all the new things and people around her. She also feels nostalgic when she goes out for a walk with her aunt, and she misses her homeland Calcutta, and the way things were there. The title of the story 'Silver Pavements, Golden Roofs' actually is a representation of the American Dream that Jayanti, the protagonist, has when she first comes to America. It represents how she thought that life in America would be like, easy, fun, exciting, and smooth, and how she thought that she would get married to a man who would have a house with 'silver pavements, and golden roofs'. But that dream is far from being achieved, and she realizes this when she sees her aunt and uncle's house, and again after the encounter with the boys who called them "Nigger". She realizes that she, or Indians in general, would forever be considered as outsiders in America.

In an English studies classroom, the activities with regard to code-mixing, adjacency pairs, and turn-taking need to be integrated while discussing the text. A pre-teaching activity can be to ask students to find all the Indian terms in the story. Once the list is collected, the facilitator can introduce the concept of code-mixing to the students. After the explanation, the students' attention can be drawn towards phrases like "every year at *Bijoya*", "spinach-lentil *dal*", "yogurt cucumber *raita*", "fried potato *pakor*as", "crisp golden *papad*s", "sweet white *kheer*", "her *chachaji*", etc. There can be a post-teaching activity related to analysis of conversations specifically connected with imagery. This particular story is full of instances of visual, kinesthetic, organic, olfactory and tactile imageries that build on the essence of the visualization evoked by crisp remarks. One of the most critical phrases used in the story is "*kala admi*" in the middle of a conversation that appears right on the sixth page of the 16-page story. Although there is no repetition of this phrase in the whole story, this utterance is culturally-loaded. Students can be made to realize how language does not always work in a neutral fashion. The way certain visual imageries form the crux of the story can be the central point of discussion in relation to cultural nuances being embedded in conversations.

The second selected text is 'The Word Love' which is rich in metaphors, symbols and story within the story. Though the story's central theme is women dilemmas, it allows the readers to perceive the thematic thread in multiple ways. The writer employs figurative language to enhance the beauty of her writing. Throughout the story, the mother (central character) herself is absent, but her

speech is presented through the protagonist. The oscillation between the present and past events gets easily interpolated with the help of stream of consciousness technique as the protagonist constantly keeps reviewing her actions and decisions from the lens of her mother. In fact, the story begins abruptly and the reader can feel the tension mounting right from the start of the narrative. The very first activity that the facilitator can incorporate in the classroom is to ask students to pick and choose such dialogues in the story that project uneasiness. These statements can further be discussed in light of how the conversations help unfold the discourse. All the collected samples can be grouped together to introduce the concept of turn-taking in CA. Because, one interesting aspect is that both, the protagonist and her mother lack direct identification in the story as their names are not unveiled till the end but surprisingly, most of the speech acts are based on them. On the contrary, the second important character who is the protagonist's lover has been introduced as Rex – boyfriend living in the U.S.; yet, he has not been given much voice in the story.

Another activity that can be conducted with the help of this text is advancing on the concept of code-mixing by introducing code-switching. Students are already familiar with the concept of code-mixing as introduced in the activities of the previous short story. Now, with this literary text, certain utterances like “You’re not even listening”; “You’re blaming me for this mess between your mother and yourself”; “What did you do *Missybaba*, that was so bad?” etc. can be highlighted in the text. Students can then be asked to revert to the given utterances in their mother tongues and create short asymmetric conversations between imaginary characters. Such dialogue pieces implementing code-switching patterns can then be recorded with the help of a mobile phone – it is important to collect at least 10 such samples. Then the class can be divided into groups of 4-5 students each. These groups will then role play with the help of the collected samples. Some groups can also improvise on the scripts and enact a short skit having instances of both code-mixing and code-switching by also imbibing self-talk, refusal, rejection, complaint, so on and so forth from the given story line.

The third selected text is ‘Doors’ which begins by clearly stating the problem statement right in the opening sentence. The curiosity of the reader builds as soon as the story begins because at the back of his/her mind, the reader keeps correlating the phenomena with the title of the text. Particularly in this text as well as the other selected texts in general, the author tries to unravel the strength and thoughtful mind of women in dealing with the conflicts. Preeti – the central character in this story, tries her level best to overcome the hurdles that come her way along with balancing the social burden while confronting the society. She tries to take a bold step in the narrative but is stopped by her conscience that gets

manifested in the role of her husband. Once this context is discussed in the classroom, the facilitator can extend the discussion of turn-taking and also introduce the concept of adjacency pairs in the context of CA. One of the major activities that can be experimented while reconnoitring these CA concepts is the task of role reversal – the facilitator can conduct this as a paired activity wherein the person sitting adjacent to the student will take his/her partner's role and the partner will do vice versa while learning adjacency pair examples.

In a similar fashion, to reinforce the concepts of code-mixing and code-switching, this story can prove to be extremely beneficial. The text is densely loaded with code-mixing examples – words like *yaar*, *bhai*, *bhaviji*, *amreekan*, etc. in addition to some funny dialogues are recurrent in the conversations. These utterances can be converted into full-fledged code-switching examples just to ensure whether students have understood the difference between the two CA terms i.e., code-mixing and code-switching. One interesting feature incorporated in Preeti's utterances is the idea of mirroring. The repetitive phrases in the dialogues of the mother and the daughter get mirrored; for example, “And besides, he's mellowed over the years. You should have seen him when we first got married.” “Well, I'm sure with all the training you've given me, I'll be able to mellow Deepak in no time!” Preeti's mother uses more of interrogatives whereas both Preeti and Deepak (Preeti's fiancé) use more of exclamatory sentences. These kinds of sentences pace towards the climax of the story. The whole text vividly uses turn-taking instances whereby the conversations are rich in involving interruptions, pauses, and silences in the speech acts. Here, the facilitator can ask students to compare the conversations in this story with the utterances in another text with the same title “The Door” – a short story by E. B. White. Students will get a fair idea of the concept of turn-taking through this comparative analysis. One CA concept related to turn-taking well employed in this story is that of the adjacency pair. Since there are three speakers in this story, the concept of adjacency pair can be elucidated in a better way through the activity of colour coding – adjacent pairs can be highlighted in the same colour and there can use of different colours to exhibit departures, and especially the dispreferred responses in the conversations in the text. The temporisations can be highlighted using a different colour and students can be asked to analyse advices, accuses, and also apologies in this regard.

V CONCLUSION

In this way, literature can be used in a language classroom to discuss concepts in linguistics. By involving the above-mentioned techniques, students will be able to get a first-hand experience of CA; the activities will prove to be a catalyst in absorbing the practical-oriented linguistic

theories. The facilitator can create similar activities as exemplified in this paper to allow adult learners to immerse in the concepts of code-mixing, code-switching, turn-taking, and adjacency pairs. Finally, this will arouse the target group's interest in understanding the cultural inferences in the language used by different people. Students will automatically be willing to know more about the several nuances in language as a by-product of culture. Furthermore, the pedagogical implications of teaching conversation analysis through the selected literary texts of Indian diaspora are in multitudes and cannot be limited to only the few activities mentioned in this study. Thus, it is the responsibility of the language studies scholars to take this research ahead and develop a curriculum in the context of Higher Education Institutions in India with regard to teaching interactional sociolinguistics through diasporic literature.

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Architecture of Sharki dynasty in medieval India

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ABSTRACT

The unsettled conditions of the Sharki Dynasty did not allow it to live long its rulers, who were great patrons of art and architecture, in spite of their incessant military activity on almost all frontiers of their kingdom, did find time to develop their architectural interest. Their numerous buildings display original and distinctive features, and have been highly praised by eminent critics. The Sharki architecture as compared with that of other contemporary dynasties is markedly muslim. It is also unique in many ways. Two things continued to make Sharki architecture pre-eminent. One was the assiduous patronage of the Sharki rulers, and the other the deep artistic traditions of the local inhabitants. The Sharkies employed local artisans, who were Jain and Hindu, and who grafted their own rich traditions upon the Muslim ones. After the fall of the Tughluqs and the invasion of Timur at Delhi, the building operations came to a standstill. Delhi artisans were invited to take service in the rising provincial centres, especially Jaunpur, where the patronage of the rulers, as has already been said, also attracted and encouraged them. The kings of the East built many magnificent mosques, forts, palaces, madrasas, shrines and tombs in different parts of their kingdom. They rebuilt and founded new cities, and adorned them with beautiful buildings of all kinds. In comparison, the architecture of the Delhi dynasty during the same period is represented on by the tombs of Mubarak sayyid at Delhi and by those of Alauddin Alan shah and his family at Badaun.

Key words: - Unsettled, architecture, incessant, contemporary, munificent

I INFLUENCE OF VARIOUS RULERS ON ARCHITECT

During the reign of the sharki sultans there two important cities Zafarabad and Jaunpur, where most of the architectural and cultural activities took place. Zafarabad being the forerunner of the other needs to be mentioned first. Zafarabad is older than Jaunpur, but during the Sharki reign it was of secondary importance and was better known for its religious and literary activities than for its architectural attainments. It lies on the right bank of the Gumti at a distance of about four miles from Jaunpur. It had been a flourishing city of that part of the country before the founding of Jaunpur. In ancient days this region had been a great centre of culture and religion of the Buddhists as well as the Hindu. Ruins of their ancient stupas and temples can still be seen here. It is the same area where the mythical Raja Ram Chandra once ruled, whose capital, Ajodhya, lies in ruins not far from the modern district of Faizabad. Afterwards the palaces of Banaras rules over this territory. The last Hindu rulers here were of the Gahadaval clan, whose last ruler, Jaya chandra II, was finally overthrown by Shihab-up'din Ghorī in 1193. The walls of the old fort of Jaya Chandra still stand, and enclose a space of eight acres to the west of the town. Its ancient name is said to have been Manaichgarh, and its fort was known as Asni. From the conquest of Shihab-up'din Ghorī till the time of sultan Firuz this area had been permanently under Muslim influence and had also served as a route between Delhi and Lakhnauti. Many Muslim sufis such as Shaikh Barah and later on Makhdum sadr-u'din Aftab-i-Hind and Madhdum Asad-u'd-din Chiragh-i-Hind settled here. Afterwards a good number of disciples of both the latter also settled here and worked for the establishment of Islam.

II FACT ANALYSIS – VARIOUS FORTS

Very little is known of the ancient history of the old site of Jaunpur beyond the fact that in ancient times a city occupied the site of the present town. Brahmins derive the name Jaunpur from Jamadagani and assert the place was originally called Jamadaganipur, after this saint's name, for which they further find support in the sthāna of the said saint at Jamaitha, a place situated between Jaunpur and Zafarabad. The common people even today call it by the name of Javanpura and that argument has been supported by Mr. Ommaney's reading of an inscription found in Bundel Khand on the river Gumti. General Cunningham's error in reading Ajodhyapura as Yaminyapura in an inscription found in the wall of the Lal Drwazah Mosque of Jaunpur also led many to think in the same terms.

Sultan Firuz Shah visited this country a second time in 1359, when he marched against Sultan Sikandar, son of Haji Ilyas of Bengal. When Sultan Firuz reached Zafarabad he was compelled to stop here for about six months, owing to the rainy season. During his stay he one day found at a little distance to the west of the other bank of the Gumti opposite Zafarabad a few thriving buildings built by a dispossessed Rajput prince of the Gaharwar clan of Ratgarh. Sultan Firuz was so attracted by the scene and the flat country that he decided to build there a new town. His orders were carried out soon, and thus the foundations of the new city, which he named after himself, were laid down. It is said that one night he dreamed of his cousin, Malik Juna Khan, Sultan Muhammad Shah bin Tughliq with result that he decided to name the city after him as Jaunpur, which later on came to be called Jaunpur.

- (a) **The Sharki Fort** – The dynast of Jaunpur had a very peculiar position, situated as it was in a fertile region in the heart of India and surrounded by the powerful dynasty of Malwa, Bengal and Delhi. To safeguard their position against formidable neighbors the sharki rulers found it necessary to maintain a huge army. Sultan Mahmud Shah Sharki had 170,000 cavalry and 1400 war elephants. This was the largest army that any dynasty had in that period. To strengthen their defences and to station this army, the sharki rulers built many forts and repaired many old ones. Most of them have vanished owing to the ravages of time. Only a few remain, and these too in a dilapidated condition. The modern district of Rai Bareilly alone has five fortresses of the Sharki period- and indication of the large number of fortified positions which the Kingdom of Jaunpur as a whole must have had at its height.
- (b) **Karar kot Fort** – This fort, situated on the north bank of the Gumti, was originally founded by sultan Firuz of Delhi on the artificial mound of the ruined temple of Karar Bhir. Local traditions connect the temple with the name of the mythical Raja Ram chandra of Ajodhya, who is said to have built it at the spot where he had killed a man-eater gaint by the name of Karar Bhir. When in 1359 sultan Firuz ordered the foundation of the new city of Jaunpur, this temple was dismantled and instead a fort was erected on the mound; this fort received the name of Karar Bhir Fort. The muhalla near the fort is also known as Karar Kot. A stone, built into the south-west wall of the fort is known as Karar Bhir and is still worshipped by the Hindus, who anoint it by way of worship.
- (c) **The Fort of Rai Bareilly** – Originally this was an old Hindu fort. When sultan Ibrahim Sharki succeeded to the throne and made new establishments in different parts of his kingdom, the town of Rai Bareilly was also restored in 1417. At the same time sultan Ibrahim found it necessary to strengthen his position by building a new fort on the ruined mound of the old Hindu fort. This new fort, rising from an earthen mound, was a vast structure in the shape of a quadrangle. Now it is in a dilapidated condition and only a few fragments of it remain. One is the western gate, built of huge bricks, and the main entrance of the fort. The other is the ba'oli, a vast circular well; about thirty-five feet in diameter. The well is lined with huge bricks supporting balconies, and it also contains chambers on a level with the water. There is no elevated plateau inside it as the Dalmau fort has, but there is a fosse outside it which denotes that originally the work was obviously intended for military purposes.

III THE SHARKI MOSQUES OF JOUNPUR

- (a) **Fort Mosque**-This mosque stands inside the Karar fort and is the earliest example of the mosque architecture of the city of Jaunpur. One of its pillars bears a long Arabic inscription, according to which it was founded in Zu'l-qa'da 1377, by Ibrahim Na'ib Barbek, brother of sultan Firuz. It was completed under the early sharkies at the same time as the Jaunpur fort was constructed. This mosque is a long narrow building, being 130'-4" in length and 23 feet in breadth. It has a simple arcade which is supported on carved Hindu pillars of various designs but they have no plinth. The main position of the mosque is divided into three chambers by two lateral walls. The central room measures 37'-4" by 14'-10" and is spanned by two arches of fifteen feet which further divide it into three distinct portions carved by plastered domes. Both the side rooms are 40'-1" by 18'-10" and 8'-2" in height, with five bays in the length and two in the breadth. In the middle of each room there is a row of round pillars there is also a row of pillars against the back wall, but they are square in shape.
- (b) **Atala Mosque** – This mosque takes its name from the temple of Atala Deve, on the site of which it was erected. The story of its erection is that, when in 1359, sultan Firuz visited this area and caught sight of this temple, he wanted it to be demolished. According to Khair-u'd-din Muhammad, the sultan abandoned the idea when the local Hindus strongly and unanimously objected. But when sultan Ibrahim Sharki succeeded to the sharki throne, he could not resist his religious zeal, so he ordered the destruction of this temple. On its site the Atala Mosque was erected, with the material of the same temple as well as of those which had also once been demolished in its neighborhood. It was finished in 1408. The Atala mosque, an early specimen of the Jaunpur style, is the most ornate and most beautiful of all the Jaunpuri mosques. The splendid piece of architecture covers an area of 258 square feet. Its courtyard is 177 feet in diameter, around which on three sides are the cloisters and on the fourth the sanctuary. The west side where the sanctuary stands is divided into five compartments. At the back of the principal propylene is the central room. Next to it on either side is one oblong room, 62'-0" by 28'-8", of one story. Then there are two more small rooms in each corner.

(c) **Jhanjri Mosque** – This mosque which also gives its name to the adjoining muhalla, was erected by sultan Ibrahim sharki with the material of Vijaya Chandra's temple of Mukatghat, said to have been demolished by sultan Firuz. This mosque is also known by the name of Chachikpur. Sultan ibrahim built it for the convenience of the celebrated saint, Sayyid sadr Jahan Ajmal, who had once been his prime minister and who, after retiring from that post, used to live in the Muhalla of Shikhuwarah, which is quite close to it. Like other buildings this mosque also suffered the fate at the destructive of Sikandar Lodi, who pulled down a part of its court walls along with its main eastern gate. Later on floods in the Gumti seriously damaged this noble piece of architecture so that the grand dome on its central chamber and some other part crumbled afterwards. Subsequently its stones and bricks were appropriated for other public and private buildings, notably the great bridge built by Muniam Khan Khan-i-Khanan.

(d) **Khalis Mukhils Mosque** -This mosque is known variously as the Darbiya mosque or Khalis Mukhlis mosque or Chahar ungli Mosque. It was built by two chief nobles of Sultan ibrahim Sharki. Malik Mukhlis and Malik Khali, in 1430 in honour of a celebrated saint, Sayyid Usman Shirazi. It stands on the old site of a favorite temple of Raja Vijaya Chandra. The ruins of this temple still exist on the norther side of this celebrated mosque. The mosque is commonly known as the Chahar ungli Mosque, because of a stone three inches in length in the south pier on the left side of the main entrance. It was reputed to have the virtue of measuring exactly four unglis, about four inches in length, irrespective of the hand measuring. Many Hindus worship this stone and many Muslims too revere it. The mosque is a plain, serviceable structure and consists of the usual great propylene, domed hall, two wings and a large square enclosure some 66 feet in depth, with a flat roof supported on ten rows of pillars somewhat in the Hindu style. The whole structure of the building is simple. Its gates along with the walls were also pulled down by the orders of Sikandar Lodi. It remained for years in a dilapidated condition, but it has now been repaired and is in use.

(e) **Lal Darwazah Mosque**- This mosque was built in 1447 during the reign of sultan Mahmud Sharki, by Queen Bibi Raji, who as mentioned by Khair-u'd-din Muhammad, dedicated it to sayyid 'Ali-Da'ud, a celebrated saint of Jaunpur, whose descendants still live in the Muhalla Namaz Gah next to this mosque. This Muhalla was so name

by Bibi Raji, who also built here a monastery and a college. The college was staffed by capable ulama and scholars as professors, and admitted students from all over the country, many of them on scholarships. To commemorate his name Queen Bibi Raji also founded a village which still exists and is called sayyid Ali-pur. The Lal Darwazah mosque owes its name to the vermilion painted, lofty gateway of Bibi Raji's royal place that once stood adjacent to it. It is situated in the extreme north west of the city into the aforesaid muhalla, which is also known by two other names Begam Ganj and Lal Darwazah. The style of the architecture of this mosque is similar to that of the jame mosque and Atala mosque.

(f) **Jami-ush-Sharq**- This is one of the splendid and large mosques of Jaunpur. It stands in the purani Bazar on the Kathan road in Muhalla umar Khan. Its foundation were laid by sultan Ibrahim sharki in 1438, but it was completed sometime in 1478 by sultan husain sharki. According to Khair-u-'d-din Muhammad sultan Ibrahim started building this mosque near the residence of Khwaja isa to save him the trouble of walking a mile for his Friday prayers. Shortly afterwards sultan ibrahim sharki died, leaving the building incomplete. Neither sultan mahmud sharki ever busy with his local wars, nor sultan muhammad, deeply involved in conflict with the Lodi power, found time to complete the edifice. Sultan Husain sharki, despite his many wars, was able to carry the construction of the mosque to completion in 1478, just a few years before his final overthrow by Bahlul. Sikandar Lodi did not spare this mosque and destroyed its splendid, inscribed gate. At the same time he pulled down the royal residential quarters which were adjacent to it, including a college as well as the cloister of the mosque, the destruction of which very seriously affected the domes and the walls of the rest of the building.

(g) **Chihal situn Mahal**- Sultan Ibrahim sharki, who was the most cultured ruler of the sharki dynasty, made up his mind to change his residences and build a new palace. It took a long time to be built up. The author of Subh-i-Sadiq mentions that when this palace was on the verge of completion, he one night overheard the labourers talking, one saying to the other: " The palace of the sultan (Ibrahim sharki) is practically finished and now there will be no need of workers. Where shall we get our means of subsistence from? " Next day the sultan ordered the edifice to be dismantled. The foundations of the building were laid afresh. After very prolonged labour the new palace came into being, and was name Chihal

situn Mahal, (the palace of Forty pillars). It had three grand storeys and was an architectural masterpiece, where sultan Ibrahim sharki spent his whole life in social and cultural activities.

- (h) **Mahal Bibi Raji** – Sultan Mahmud sharki beloved queen, the sayyid princess of Delhi, made up her mind to have a new residence. Accustomed to the comfort of the palace of Delhi, she did not find her father-in-law's palace to her taste. She was deeply religious and her acts of piety have been recorded in the pages of sharki history. She built quite a few mosques among which Lal Darwazah Mosque predominates on account of many novel ideas such as the Zanana galleries. She ordered the erection of a new palace, the remains of which still stand near the jami mosque, Jaunpur. This beautiful palace, known as Bibi Raji Mahal, was oblong in shape and covered an area of 190 feet in length and 140 feet in width.

IV ACHIEVEMENTS OF SHARKI ARCHITECTURE

Brown remarks that the sharki rule was a period of great architectural activity, and the architecture created at Jaunpur exercised great influence on the architectural achievements of other places. Brown further remarks that if only sikandar Lodi had not ruthlessly destroyed or mutilated the monuments of the sharki rulers, their buildings would have produced a provincial manifestation of Indian Islamic architecture of more than ordinary interest. The buildings which have survived mainly comprise mosques, tombs and shrines, as well as dismantled palaces and forts, of these the building which is most characteristic in style is the Attala Mosque. This is the earliest example of Jaunpur Mosque architecture and in its freshness and vigour of style thoroughly expresses the stimulating intellectual influences by which it was surrounded. Indeed it furnished the model for all Jaunpur mosques, though none excelled it. The last example of the architectural style of the sharki to be cited is the jami mosque, which was built by sultan Husain, and with that their building career came to an end. The Atala mosque as compared with the Jami Mosque is an architectural gem of the sharkies, while the latter betrays signs of decadence in its depth of recesses and projections and in the treatment of the great propylene. The crying imperfection in the Jami Mosque is its front elevation. This disjointed and unfinished structure, bold and daring in its original conception, could not be a success. Here it seems as if the Jaunpur architects aesthetic sense failed them. It is also because, while the construction of the Jami Mosque was taking place, the dynasty of Jaunpur was passing through a severe political crisis. At the same time the long famine had upset the whole economy.

V CONCLUSION

Thus of the above facts it can be said on the basis that sharki sultan Jaunpur was a great patron of the Architecture of Jaunpur which rulers have built the buildings. Evidence of his art interested appears and this building is very strong and beautiful. It shows the real and early coherence of Hindu-Muslim art ideas. In the medieval period the Delhi sultanate and the provincial architecture developed rapidly, as well as in Jaunpur, there was a rapid development of architecture in different parts of India, but different styles of architecture developed, one of them also the architecture of Jaunpur. Is on the characteristics of the Delhi sultanate and the provincial architecture seem to be similar, where the vaulted craft and the Turkish arch-dom combination style began in the arch-dome. However, the architecture of the central empires was built and said to be in collaboration with many regions prevalent in India. It is likely that Jaunpur's contribution to medieval architecture was not less than that of the Delhi sultanate.

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